MOVIEAGE

Volume 5 AUGUST 13, 1927. No. 38

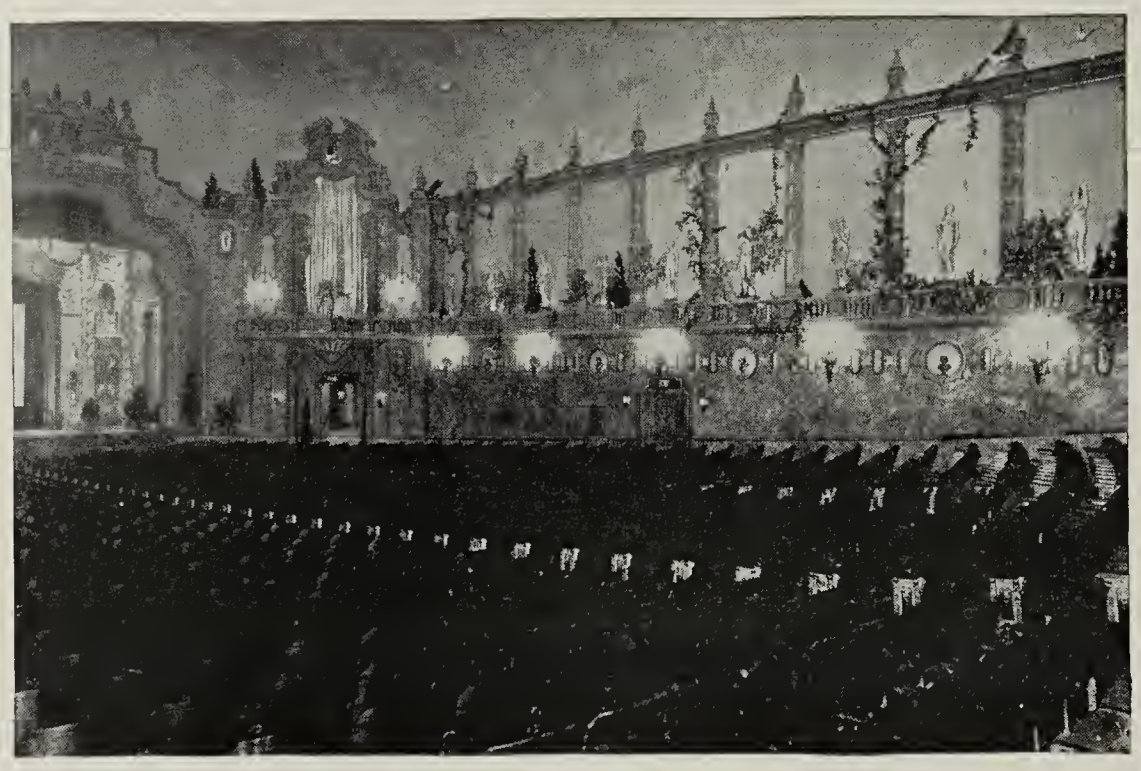
WHO IS THE MOST IMPORTANT EXHIBITOR IN YOUR TOWN?

—the public knows it's the man who gets "The Big Parade" and "Ben-Hur" for his patrons.

METRO-GOLDWYN-MAYER — *the live wires!*

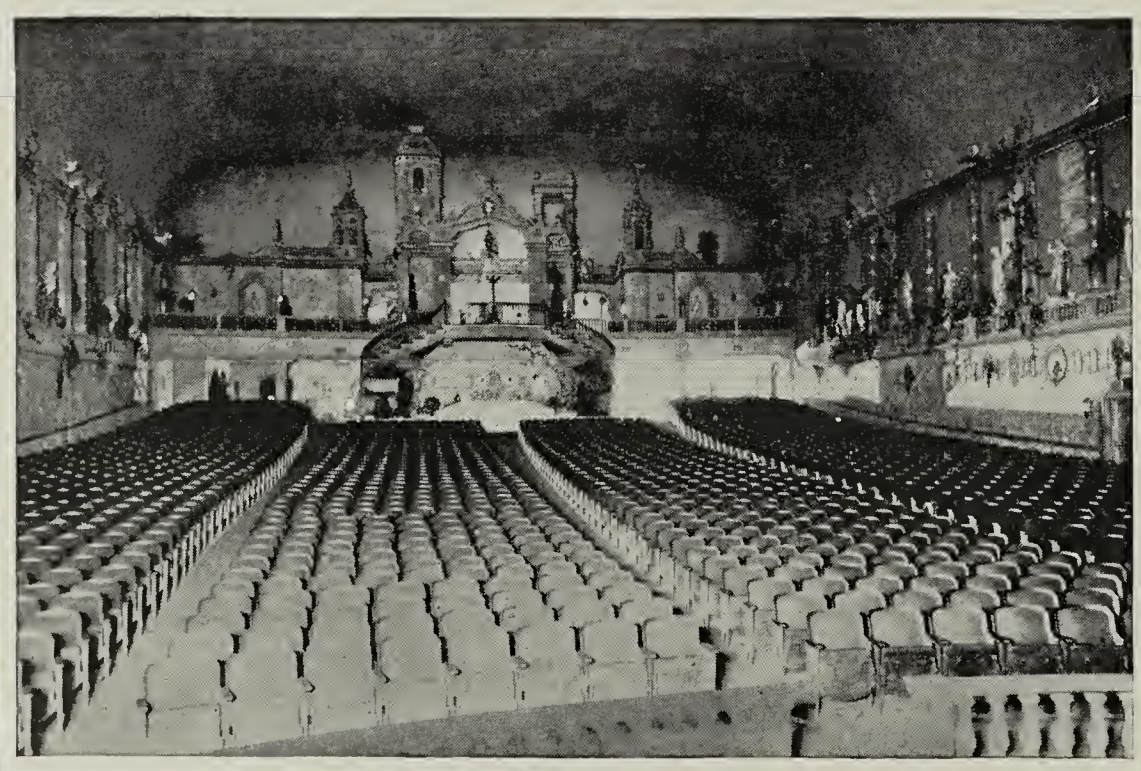
A Business Magazine
for the Film Trade in Iowa and Nebraska

Made by
American Seating Company



Annex Theatre
Detroit, Mich.

JOHN EBERSON, ARCHITECT



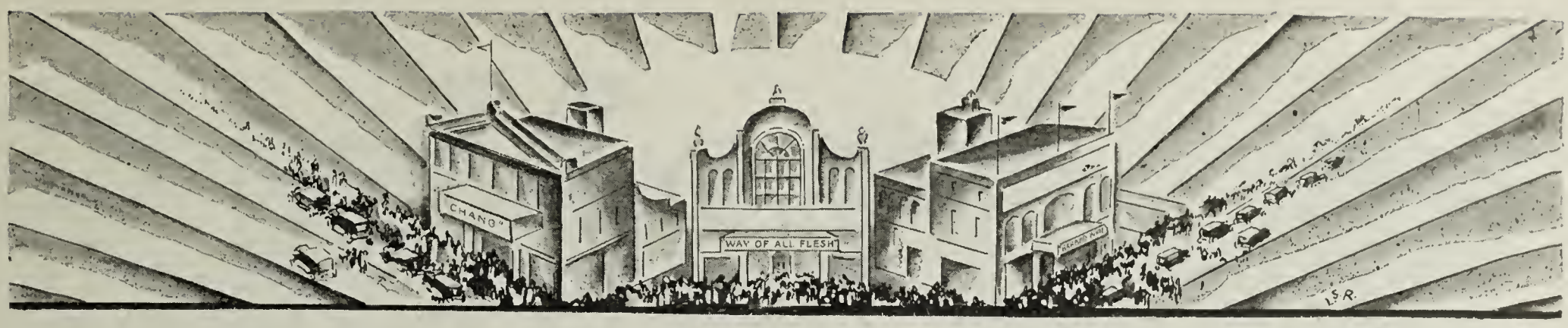
The Great Lakes Area turns to "American" Chairs

NEW FAMILY, *Adrian, Michigan*
MAJESTIC, *Ann Arbor, Michigan*
GARDNER, *Battle Creek, Michigan*
BONSTELLE PLAYHOUSE, *Detroit, Mich.*
FERRY FIELD, *Detroit, Michigan*
FRANKLIN, *Detroit, Michigan*
MYRTLE, *Detroit, Michigan*
GRANDE, *Detroit, Michigan*
STATE, *Flint, Michigan*
BRAUMART, *Iron Mountain, Michigan*
LAN WILL, *River Rouge, Michigan*
COLONIAL, *River Rouge, Michigan*
MAJESTIC, *Kalamazoo, Michigan*
STRAND, *Port Huron, Michigan*
M. P., *Redford, Michigan*
STRAND, *Sturgis, Michigan*
KEITH-ALBEE, *Detroit, Michigan*
STATE, *Kalamazoo, Michigan*
STATE, *Pontiac, Michigan*
OWOSSO, *Owosso, Michigan*
CASS, *Detroit, Michigan*
RIVIERA ANNEX, *Detroit, Michigan*
STAIR-SHUBERT, *Detroit, Michigan*
DIXIE, *Monroe, Michigan*
EJAY, *Crystal Falls, Michigan*
KIMMEL BROS., *Detroit, Michigan*
STOCKER AMUSEMENT COMPANY, *Detroit, Michigan*

Nationally Organized for Sales and Service

LAFAYETTE, *Bay City, Michigan*
WEST END, *Detroit, Michigan*
BUFFALO, *Buffalo, N. Y.*
ROCHESTER, *Rochester, N. Y.*
CARDINA, *Buffalo, N. Y.*
NEW FRY STREET, *Buffalo, N. Y.*
ROOSEVELT, *Buffalo, N. Y.*
RIVIERA, *Rochester, N. Y.*
EASTERN THEATRE COMPANY, *Columbus, Ohio*
CLINTON, *Columbus, Ohio*
CAPITOL, *Bellaire, Ohio*
AMBASSADOR, *Cleveland, Ohio*
DETROIT, *Cleveland, Ohio*
THE HOUGH-79TH ST. THEATRE COMPANY, *Cleveland, Ohio*
IVANHOE SQUARE, *Cleveland, Ohio*
RITZ, *Cleveland, Ohio*
TIVOLI, *Cleveland, Ohio*
WEST PARK, *Cleveland, Ohio*
PLAZA, *Cleveland, Ohio*
COLUMBIA, *Dayton, Ohio*
DAYTON FEDERATION, *Dayton, Ohio*
LINCOLN, *Lakewood, Ohio*
BUTLER, *Niles, Ohio*
TOLEDO MUSEUM OF ART, *Toledo, Ohio*
HUSS, *Cincinnati, Ohio*
KEITH, *Columbus, Ohio*
STAMBAUGH MEMORIAL AUDITORIUM, *Youngstown, Ohio*
LOEW'S, *Canton, Ohio*
BROADVIEW, *Cleveland, Ohio*
PALACE THEATRE COMPANY, *Canton, Ohio*
LEROY THEATRE COMPANY, *Portsmouth, Ohio*

AMERICAN SEATING COMPANY - 14 E. JACKSON BLVD., CHICAGO



came the dawn!

¶ Los Angeles got a shock the other morning. Newspapers extravagant in praise of three new pictures opening down town. Sidewalks in front of the Criterion blocked at 10 A. M. by crowds waiting to see "Chang." Similar situation a few blocks away at the Million Dollar, where "Way of All Flesh" was the attraction. A review in the "Times" hailing this as "the greatest picture ever made by a motion picture company" seconded by capacity audiences saying it with silver. Further along at the Metropolitan, S. R. O. proudly displayed for "Barbed Wire." ¶ Three Paramount Pictures simultaneously the talk of the town. Because they're amazingly different, ultra-modern. Marking wide departures from the beaten path. Paramount has struck a rich, hitherto untapped vein of entertainment. Paramount has captured exactly the new type of picture that wise, discriminating audiences of today demand. As up to date as a page from Vogue. As shrewdly keyed to the modern mood as a Jordan Playboy. ¶ The world was sick of just movies and ripe for a change. Paramount, thanks to its foresight and resources and fresh, eager personnel, is prepared. True, rival production policies may be revised. But it's too late for 1927-8, gentlemen. Studios aren't revolutionized over night. Minds aren't yanked from ruts in a day. Comes the dawn of a new day in pictures—and Paramount alone is ready. ¶ Los Angeles, New York, Oshkosh—they're all the same. Your public, too, Mr. Exhibitor, is demanding the new type of picture. The only kind that will produce big grosses in these changing times. ¶ Are you ready? If you've booked Paramount's 100% Program you are. If not, you must give way to the man who has!

for showmen of today

Member of Motion Picture Producers and Distributors of America, Inc. Will H. Hays, President.

They're Not H on UNI

Look 'Em Over!
UNIVERSAL HAS THE PICTURES

There isn't room to list them all so we give you here just a few of the broadside of hits in UNIVERSAL'S BIG GUN GROUP.

ALIAS THE DEACON
AN EDWARD SLOMAN PRODUCTION
Starring JEAN HERSHOLT. John B. Hymer and LeRoy Clemens' stage hit.

BACK TO GOD'S COUNTRY
AN IRVIN WILLAT PRODUCTION
A James Oliver Curwood story starring RENEE ADOREE with Walter Long.

The SMALL BACHELOR
A WILLIAM A. SEITER PRODUCTION
P. G. Wodehouse's "Liberty" serial with Andre Beranger—Barbara Kent—Lucien Littlefield.

The IRRESISTIBLE LOVER
A WILLIAM BEAUDINE PRODUCTION
Starring NORMAN KERRY and LOIS MORAN. Supervised by Carl Laemmle, Jr.

The CHINESE PARROT
A PAUL LENI PRODUCTION
Earl Derr Biggers' Popular Saturday Evening Post serial with Marian Nixon—Hobart Bosworth—Anna May Wong.

SURRENDER!
AN EDWARD SLOMAN PRODUCTION
Based on "Lea Lyon" immortal European stage play starring Mary Philbin and Ivan Mosjukine.

WE AMERICANS
AN EDWARD SLOMAN PRODUCTION
Sensational Broadway stage hit by Milton Gropper and Max Siegel. With an all-star cast.

—and more and more hits!—26 BIG GUN JEWELS in all!—a Broadside of Hits!

FUNNY days! Trade papers editorially po this year!" Sales managers weeping as th days! THEY'RE NOT HOLDING OUT O ever! Faster than ever! We've got the goo Showing 'em to exhibitors! Got 'em fighting. PICTURES! Pictures you can see—right now. TION CLASS that you can see! SHOWMA thought in every single picture on the line-up GOT TO HAVE UNIVERSAL THIS YEAR! ING—not us! Carl Laemmle made 'em. Lived UNIVERSAL'S GREATEST YEAR! Called dreds of thousands to get the cream of the ma manship ideas, directors, casts! He got it! You kn UNIVERSAL IS SITTING ON TOP OF THE DO EXHIBITORS! That's why THEY'RE

Omaha, Neb., 1513 Davenport, H. Chapman, Mgr.

Universal's BIG GUN GROUP

oldingOut! VERSAL!

ndering "Exhibitors are *delaying* their buying
ey meet: "Exhibitors are not buying!" Funny
N UNIVERSAL! We're selling! Greater than
ds! THE PICTURES! Finished! Completed!
Scrambling for the BRICK AND MORTAR
Plays, stories, titles, casts, directors, PRODUC-
NSHIP that you can see. BOX OFFICE-
that is so evident it shouts! Shouts: YOU'VE
THE PICTURES ARE DOING THE SHOUT-
at the studio. To crown his life's work with
for the best in every department. Spent hun-
rket's plays, books, magazine successes, show-
ow it. Everybody knows it! It's on every tongue.
WORLD! We know it! So do the worriers. SO
NOT HOLDING OUT ON UNIVERSAL!

Des Moines, Ia., 10th & High Sts., Geo. Naylor, Mgr.

Check Every Item!
UNIVERSAL HAS EVERYTHING

There isn't room to list them all so we give you here just a few of the broadside of hits in UNIVERSAL'S BIG GUN GROUP.

WILD BEAUTY
A HENRY MAC RAE PRODUCTION
Starring REX, King of Wild Horses. From Sylvia Seid's well-known story.

The THIRTEENTH JUROR
AN EDWARD LAEMMLE PRODUCTION
Henry Irving Dodge's Broadway play starring Francis X. Bushman and Anna Q. Nilsson, with George Siegmann and Martha Mattox.

BUCK PRIVATES
A MELVILLE BROWN PRODUCTION
A comedy riot around the Army of Occupation. From Stuart Lake's story. Starring Lya de Putti and Malcolm MacGregor with ZaSu Pitts.

MIDNIGHT ROSE
A PRODUCTION BY JAMES YOUNG
who made "Ponjola". Starring Kenneth Harlan and Lya de Putti. Story by J. Grubb Alexander.

CHEATING CHEATERS
AN EDWARD LAEMMLE PRODUCTION
MAX MARCIN'S Broadway stage hit. With Kenneth Harlan, Betty Compson and Lucien Littlefield.

SILK STOCKINGS
A WESLEY RUGGLES PRODUCTION
Starring LAURA LA PLANTE with Otis Harlan. From Cyril Harcourt's delightful stage hit.

HOOT GIBSON IN 7 BIG GUN JEWELS
A REAVES EASON PRODUCTION
Gibson's first release is "Painted Ponies" from the story by John H. Hamlin.

—and more and more hits!—26 BIG GUN JEWELS in all!—a Broadside of Hits!

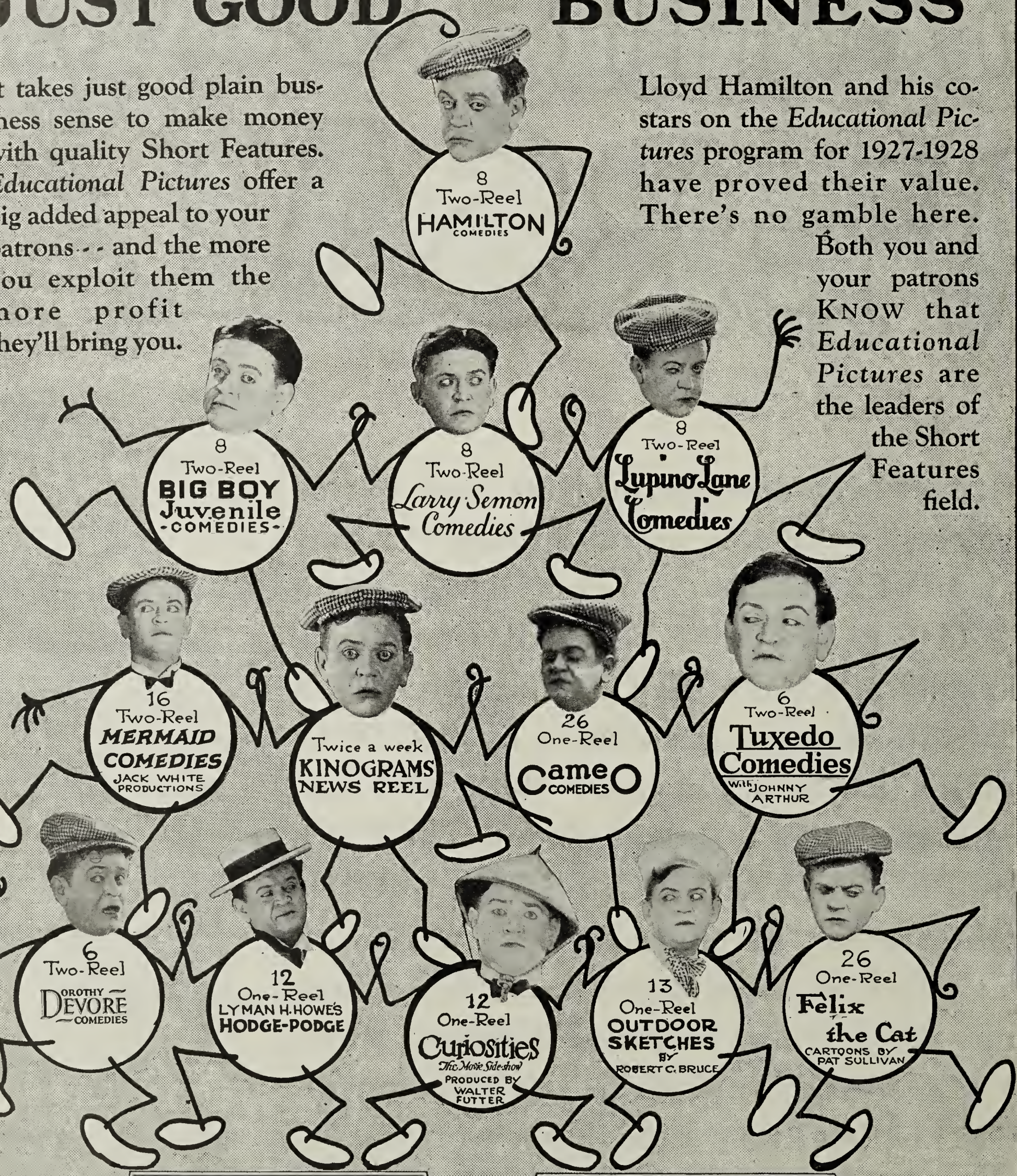
—A BROADSIDE OF HITS

Not Acrobatics!

JUST GOOD BUSINESS

It takes just good plain business sense to make money with quality Short Features. *Educational Pictures* offer a big added appeal to your patrons - - and the more you exploit them the more profit they'll bring you.

Lloyd Hamilton and his co-stars on the *Educational Pictures* program for 1927-1928 have proved their value. There's no gamble here. Both you and your patrons KNOW that *Educational Pictures* are the leaders of the Short Features field.


8 Two-Reel HAMILTON COMEDIES
8 Two-Reel BIG BOY Juvenile -COMEDIES-
8 Two-Reel Larry Semon Comedies
8 Two-Reel Lupino Lane Comedies
16 Two-Reel MERMAID COMEDIES JACK WHITE PRODUCTIONS
Twice a week KINOGRAMS NEWS REEL
26 One-Reel Cameo COMEDIES
6 Two-Reel Tuxedo Comedies With JOHNNY ARTHUR
6 Two-Reel DOROTHY DEVORE COMEDIES
12 One-Reel LYMAN H. HOWE'S HODGE-PODGE
12 One-Reel Curiosities The Movie Side-show PRODUCED BY WALTER FUTTER
13 One-Reel OUTDOOR SKETCHES BY ROBERT C. BRUCE
26 One-Reel Felix the Cat CARTOONS BY PAT SULLIVAN

Educational Pictures

"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc.

F. W. Hammons
President

Member, Motion Picture Producers and Distributors of America, Inc., WILL H. HAYS, *President*

EDITORIAL

THROUGH the pages of this publication we are introducing a newer and better trade paper—a business magazine, constructed to serve to the best interests the motion picture industry in general and the people engaged in this great industry in this region in particular. Our policy is amply described in one word—SERVICE—to which we pledge ourselves to extend every effort to fulfill in its every meaning.

Through the years that this great business has grown from a very modest beginning until it is today one of the leading industries of the world it has undergone many changes. It has developed from the "shooting gallery" to the million-dollar palace in presentation. To name each change that has occurred would require too much space. Suffice it to say that this business has become "lost" within itself many times and each time that it has again "found" itself its outstanding offering has been good pictures.

Yes, pictures are the stock in trade in this business. And pictures it will always be—good pictures! The producer creates them; the distributor markets them; and the exhibitor sells them to the public. Bearing this in mind we have constructed this publication to serve you best by keeping you **thoroughly** informed about pictures.

First there is the announcement of the producer, giving titles and casts and a brief outline of the stories. Later changes occur; these are made known through the pages of this publication. Then, every week you are given:

CURRENT RELEASES, the definite title, star and number of reels, when it is ready for showing. This column helps you to date your pictures.

THE PICTURE GUIDE gives you detailed information about the feature productions and helps you to know what you are selling to your patrons.

SHORT SUBJECTS, a page acquainting you with the little features that are an important part of your every program.

WHAT THE PICTURES DID FIRST RUN, reports by the managers of the large theatres in the leading city in your trade field that guide you further on the merits of the pictures for which you have contracted.

BOX OFFICE REPORTS, telling how the picture went over with the subsequent run theatres.

EXPLOITATION IDEAS, giving you practical and proven ways of putting the picture over.

EQUIPMENT NEWS. Projection is an important part of your theatre. Good projection is essential to your business. This page will give you the important equipment news, about new developments in this line and about the older ones that are useful and valuable to you.

And last, but not least, the important trade news of national importance; feature articles of interest and value; and of still greater interest, the trade news while it is news of what's going on in your HOME region.

We dedicate this business magazine to SERVICE, to you and to the motion picture industry.

The Publisher

$8,000 to $15,000 New Cost of Installing Vitaphone

Warners Place Service Franchise In Hands Of Western Electric Corp. Subsidiary. New Offer Also Free Of All Seat Taxes

New York (SPECIAL) Beginning September 1, exhibitors may install "talking moving pictures" at a cost ranging from $8,000 to $15,000, and independent of all seat taxes, according to the announcement here by the Electrical Research Products, subsidiary of the Western Electric Co. The device is known as the Western Electric Sound Projector System, and was formerly marketed as the "Vitaphone."

The installation cost really amounts to an outright sale of the device, the announcement points out, although a servicing fee of from $50 to $100 a week is required in order that the company may maintain a staff of engineers to keep all units in order. Recent improvements also permit the "sound projector" to function either photographically or phonographically, it was declared.

Solicitations are now being made by the company for installations, which combine the facilities of reproduction of Vitaphone pictures with Movietone offerngs. The Movietone device, which has recently passed final tests, will cost $2,000 additional over the regular charge.

It was also announced that the installation of "sound projector" attachments are now solicited independently of any picture service. The separation of installation and film service was brought about by the acquisition by Warner Bros. of all the stock of the Vitaphone Corporation, which now functions solely as a manufacturing unit, with all installation service in the hands of the Electrical Research Products company.

"Kid Gloves" the New Title of Ray's "U" Picture

The Universal Jewel Production being made with Charles Ray from Gerald Beaumont's story, "Betty's A Lady," will reach the screen as "Kid Gloves," it has just been decided by Universal production heads. It is a prize ring story put into screen form by Harry O. Hoyt, who wrote "Painting The Town". James Gleason, co-author of "Is Zat So" noted stage play, has the role of the fight manager. Other in the cast are Jobyna Ralston, Arthur Lake and Edy-the Champan.

The picture is set for release in 1928.

Federal Trade Commission Case Against West Coast Set For August 23 in N. Y.

The Federal Trade Commission will begin its hearings against the West Coast Theatres, Inc., on August 23. The case which was originally set for August 6, will be held in New York, and it is probable that it will last only one day.

Release Dates Announced For M-G-M Short Feature Products To October 1

The opening gun of the program of short features which will be distributed by Metro-Goldwyn-Mayer during 1927-28 proves to be set for August 27. At frequent dates thereafter will be released one of each of the various series comprising this program. The schedule of releases from August 27 to October 1 follows:

August 27, Oddities, "An African Adventure"; September 3, Charlie Chase, "The Sting of Stings"; September 10, Oddities, "Jewels of Venus"; September 10, All Star Comedy, "Sugar Daddies"; September 17, Max Davidson Comedy,; September 24, Our Gang, "Yale vs. Harvard"; October 1, Great Events, "The Flag."

August 15 Starting Date Of Metro-Goldwyn News

Arrangements have been completed for the inauguration of M-G-M News service to exhibitors on August 15. All staff camermen are now at their posts. With the release of the first issue the entire organization will be in full swing to supply last minute views of world events twice weekly.

Special laboratories throughout the country have been completed for the handling of local news views. This system will save hours and days of valuable time that would be consumed in the shipment of such shots to New York and return to the territories for which such particular scenes are intended.

Paramount Will Release First of 100 Per Cent Program During August

The first of Paramount's 100 per cent program will be released this month. The schedule calls for 19 features and short subjects, including the semi-weekly issues of Paramount News.

Titles, directors, stars and release dates are listed as follows:

August 1: "Beau Geste," which has already played many extended engagements in legitimate theatres throughout the country; Wallace Beery and Raymond Hatton in "Firemen, Save My Child!"

Rounding out Paramount's 100 per cent program for this week are two issues of Paramount News, an Edward Everett Horton two-reel comedy titled, "No Publicity" and a one-reel Krazy Kat cartoon titled "Sealing Whacks."

August 6 will see release of the re-issued "The Covered Wagon," which, on its first time out proved one of the greatest box-office successes in the history of the motion picture. As an added aid to exhibitors in selling the picture the ad sales department of Paramount has prepared a new 1, 3, and 24 sheet which will be included in the paper originally designed to advertise the production..

Another August 6 release is "Service for Ladies," with Adolphe Menjou starred and Katherine Carver in the leading feminine role.

The program for August 6 also includes the first Paramount novelty two-reel subject titled "The Elegy" and a Koko one-reel cartoon comedy titled "Koko Plays Pool." The general release of "Metropolis," Paramount's picturization of what the future may be is set for August 23.

The first Paramount-Christie comedy, a Bobby Vernon starring vehicle titled, "Short Socks," and a Krazy Kat cartoon, "Tired Wheels," will also be delivered to exhibitors on that date.

The release date of the newest W. C. Fields starring comedy titled "Running Wild," is August 20. Short features for this 100 per cent program include the Paramount-Christie two-reel comedy, "Row, Sailor, Row," starring Billy Dooley and another issue of the Inkwell Imps series of cartoons titled, "Koko's Kane."

The last release date for the month offers Clara Bow in "Hulu." Clive Brook has the leading male role. Another August 27 release is "Soft Cushions," Douglas MacLean's latest comedy contribution in which he was directed by Eddie Cline. Short Features for this program are Jimmie Adams in "Hot Heads," "Web Feet," a Krazy Kat cartoon.

Universal Announces 20 Stories Purchased For 1928 - 29 Film Schedule

With the slight changes necessary to complete its 1927-28 program announced, the Universal scenario departments in New York and at the coast are busy compiling a list of pictures suitable for the following season. With purchases announced last week, Universal has a list of twenty Jewel pictures bought and most of them in the hands of adaptors and scenarists, for 1928-29 schedule.

The three stories purchased were "The Worm Turns," "Stop That Man" and "Phyllis of the Follies." "The Worm Turns" is a novel of college life by Ward Russell, published last year. The name Ward Russell is a pseudonym and Universal signed an iron-bound agreement not to divulge the real name of the author.

"Stop That Man," the stage play by George V. Hobart, will in all probability be directed by Nat Ross, with Barbara Kent in the leading role.

"Phyllis of the Follies" is an original story by Arthur Gregor, a director who received his first training in the moving picture art on the Universal City lot.

Universal will also be represented by a play of the character of "The Cat and the Canary," having purchased and announced some little time ago "The Last Warning," a play by Thomas F. Fallon, which was produced at the Klaw theatre.

"Give and Take," by Aaron Hoffman, the Broadway play in which George Sidney and Louis Mann starred at the 49th Street theatre, is already in preparation at Universal City. Universal has signed George Sidney to play his own original part, and he will be teamed with Jean Hersholt.

Other pictures scheduled for next year include the Peter B. Kyne story, "The Muzzle," "The Best Policy," by Edwin Justus Mayer; "The Broadway Romance," a Red Book Magazine story by Nell Martin; "The Burden," by Elsa Ledinger; "The Five Frankfurters," the well-known European stage play; "Bill Smith, M. D." by Bayard Veiller; "Polish Blood" by Leo Stein and Oscar Nedbal; "The Stolen Lady," a novel by William Dudley Pelley; "Has Anybody Here Seen Kelly?" an original which Gladys Lehman and Lee Jacobson are adapting to the screen; "Grease Paint," "It Can Be Done," by Carl Laemmle, Jr. "Justice," the play by John Galsworthy, and "Blister Jones" by John Taintor Foote.

Grainger Closes Big Deal for Fox Product With Pantages

Circuit's New Policy to Feature Pictures Gives Fox 100 Percent Outlet In Important Cities.

Fox will give the Pantages Circuit its entire output of the current schedule, according to James R. Grainger, Fox general sales manager who closed a deal last week which involves a million dollars in rentals. The announcement comes as a result of Pantages' determination to change its policy so that vaudeville will be subordinate to the pictures.

Cities in which the new Pantages policy will take effect are Los Angeles, San Diego, Salt Lake City, San Francisco, Portland, Seattle, Tacoma, Vancouver, Memphis, Minneapolis, and Kansas City. In these cities the picture will be featured above the stage shows except when outstanding attractions warrant a feature billing. "What Price Glory" and "Seventh Heaven" will play all the Pantages houses at increased prices.

Closing of the deal comes as a climax to the strides being made by Pantages in the picture field, since embarking on the combination policy adopted by the circuit several years ago. The chain now is engaged on a building campaign which may extend activities to the East, which Alexander Pantages always has considered "a fertile field of development."

In Pacific Seaboard states, the Fox-Pantages deal will bring spirited opposition to Wesco, now practically in control of first runs in key cities by virtue of its arrangement to manage Publix and Loew houses.

Tiffany Acquires Four Jack London Stories

M. H. Hoffman, vice-president of Tiffany Productions, Inc., wires to the home office in New York from Hollywood that he has acquired for his company four Jack London stories which are soon to be put into production and will be released during the year in addition to the twenty feature pictures now in the course of production for 1927-1928.

The names of these four Jack London stories will be announced shortly and it is said that they are the most powerful from the pen of this great writer.

Mr. Hoffman, in his announcement, also stated that the casts for these four specials will be made up of such screen players of ability who will fit their variou roles perfectly and will be in keeping with the tradition now firmly established in the motion picture business that Tiffany casts the individual players to fit the part and not the story to fit the player.

Vocafilm Closes Down After One Performance

Vocafilm, the most recent of speaking accompaniments, failed to give satisfaction on the night of its premiere at the Longacre theatre, New York, last week and was forced to close down after one performance. Vocafilm had been booked for an indefinite run.

"Twelve Miles Out" In Photo Play Guide

Metro - Goldwyn - Mayer's "Twelve Miles Out," the John Gilbert starring vehicle has been chosen by the National Board of Reviews for their Photoplay Guide of popular entertainment.

The film, an adaptation of Wm. Anthony McGuire's stage play of the same name, will be listed in the monthly magazine which is issued by the National Board of Review of Motion Pictures.

Jack Conway directed this film for M-G-M. In support of John Gilbert there appears an exceptional cast, including Joan Crawford, Ernest Torrence and Eileen Percy. The picture is a vivid tale of bootlegging and hi-jacking off the shores of Long Island.

"The Outpost" Changed To "The Desired Woman"

Warner Bros. have given the definite title of "The Desired Woman" to the production made under the temporary name of "The Outpost" and recently completed with Irene Rich as its star.

The basis of this dramatic romance of the desert is a story by Mark Cafield. Michael Curtiz is its director with William Russell, William Collier, Jr., Jack Ackroyd and Douglas Gerrard appearing in the roles of principal support.

"The Desired Woman" is the first Irene Rich vehicle on Warner Bros.' new program. Its release date will be August 27.

Will Film Industry Have To 'Pull a Henry Ford?'

Playing Up of Grease Paint, Soulful Organists and Elaborate Presentation Acts Making Silent Drama More 'Silent.'

By DAVID F. BARRETT

Will the motion picture industry have to pull a Henry Ford?

That very pertinent question has been asked by close observers of the industry who have been watching the trend of public entertainment in the metropolitan first run and have noted the gradual transition whereby so-called motion picture palaces have so submerged feature pictures one can hardly recognize them in the theatre's advertising or printed program.

Today in all the key cities the first-run picture houses have an atmosphere of grease paint, chattering chorus girls, noisy stage hands, long haired orchestra leaders and soulful organists while the silent drama was never more silent! The movie as such is rapidly passing as a headline entertainer, and the motion picture men have swung the ax that is severing the head of a goose that laid several billion dollars of golden eggs during the past twenty years.

Two years ago Henry Ford was sitting on top of the motor world. Today he has just finished scrapping a model car that put him in the billionaire class and was turned out at the astounding rate of 15,000,000 in nineteen years.

Ford was forced to scrap a billion dollar idea over night because the public taste changed. What will the moving picture industry have to do to win the place in the sun that atmospheric prologues, symphonic orchestras, featured organ solists and colorful and spicy roadshows have grabbed from it?

It is not so long ago that the public was satisfied with a good feature picture, a comedy and newsreel accompanied by a fairly good orchestra. And just the day before that, the hard-worked piano player furnished the music for most motion picture theatres. And exhibitors made fortunes giving their patrons just that kind of show for a price they could afford to pay often.

But today the motion picture is lost in the shuffle at the leading first-run theatres. And the leading lights in the motion picture industry are spending upwards of $6000 per week for high-class acts to put the films farther into the background. To the man on the street it is more than perplexing. What will be the final answer?

Put the question to the owners or managers of any of your first run theatres anywhere and they will give you the same answer.

"The theatre owners have been forced to employ the stage in improving their entertainment because of the picture situation. The theatre owner does not make the pictures. He must depend upon what the producing companies send him," you will be told.

Then he will quickly explain that he doesn't mean to infer that the motion pictures are growing weaker, but that the public's taste has been cultivated to expect more and more from their motion pictures, and it is humanly impossible to assure every picture being a good one. Some are fine, some are fair and some are not so good.

But the picture palaces with their tremendous investments must run every week, and they must make a profit every week—if possible. The natural result has been the management has built up its stage show to hold up the poorer pictures, and have so played up their stage features in advance publicity that their patrons today regard the feature pictures as of but secondary consideration.

In St. Louis for instance the Missouri and Ambassador, operated by Skouras Brothers, who are allied with Paramount in the operation of the houses named, have headlined Brooke Johns at the Missouri Theatre and have just imported Herbert Rawlinson from Hollywood to tone up the Ambassador's shows.

Johns' personality brought about a 30 per cent increase in the average attendance at the Missouri and Rawlinson has made a good start toward a similar goal at the down-town house. And so it goes—but how much farther?

National's Emergency Service Proves Popular

Since the National Theatre Supply Co. announced a 24-hour service policy in all of its branches with night or emergency telephone numbers, there have been scores of reports of prevention of shut-downs. Quick action in furnishing relief equipment, according to the reports, have saved thousands of dollars.

Remarkable Line-Up Of Accessories For Metro-Goldwyn-Mayer Shorts

"Get the public into the theatres" is the phrase which characterizes the accessory support that Metro-Goldwyn-Mayer will supply exhibitors playing M-G-M Short Features. Everything of known value that an exhibitor can use to capitalize the short subjects on his program is being given the greatest consideration and will be supplied on each release.

The Hal Roach comedies, ten starring "Our Gang," ten starring Charlie Chase, ten starring Max Davidson and the ten All Star comedies featuring Stan Laurel, Jimmy Finlayson, Viola Richard, Martha Sleeper, Oliver Hardy and other headliners—all will be supported by a stock one sheet, a subject one sheet, subject three sheet, eight 11x14 lobby cards, a subject slide, ten black and white stills and special music cue sheet.

In addition a press sheet will be issued on each release of the above series. Each press sheet will include, in addition to a wealth of publicity and exploitation material, an abundance of advertising and publicity mats.

Lists Month's Bookings On a Handy Calendar

Charles L. Hyde, who manages the Grand theatre in Pierre, S. Dak., has found an effective, yet inexpensive means of keeping his patrons informed of his coming shows. Each month he prints a calendar, nine by six on cardboard. This is done in red ink, and then in black he fills in the attraction for each day of the month. To make it more useful, so that it will be retained throughout the month, he has a perforation at the top with which to hang it up, and a small calendar of the past month and another for the coming one placed in the two upper corners.

Ball Hitting Contest For "Slide, Kelly, Slide"

Bill Jacobs, Publix exploiteer in Kansas City, arranged a ball-hitting contest for men and a ball throwing contest for women in connection with the presentation of "Slide, Kelly, Slide," at the Royal. It took place between the practices of the teams at the Kansas City ball park and when the crowds were ready for the game. The announcer told the spectators of the contest and mentioned the picture. Moving pictures were taken of the event and the shots were inserted into the newsreels at the Newman and Royal theatres.

Don Othmer, 23, Omaha Hired By Eastman Kodak Co. To Make Films Safe

With several scientific developments already to his credit, Donald F. Othmer the 23 year old son of Mr. and Mrs. Fred C. Othmer of this city, who has held the Edward Rosewater scholarship for five years, has just been selected by the Eastman Kodak Company to develop a process for cheapening the manufactured cost of safety or fireproof film.

"We are very proud of Donald Othmer," said Miss Belle Ryan, assistant superintendent of the Omaha public schools. "His record alone would prove that Edward Rosewater was a very far-seeing man when he established the scholarship."

Mr. Rosewater's will provided that the scholarship should be granted only to the son of an Omaha mechanic who had completed all of the manual training work offered in the Omaha High School. His idea was to fortify labor, to make leaders as academically sound as those in the professions.

"But it is rather difficult to find a boy that qualifies, and Donald Othmer has been awarded the scholarship for five years."

Donald's father is listed in the city directory as a sheet metal worker.

New Orpheum Nearing Completion; Opens Oct. 1

The new Orpheum theatre, a 3,000 seat house which is being built in Omaha, is rapidly nearing completion, and will probably be ready for opening about October 1st.

There will be two entrances, one on Harney Street which is being built with the building and the other on Sixteenth Street. The Sixteenth Street entrance is being made at considerable added expense, because it was necessary to tear out several stores in the City National Bank Building to make room for it. The lobby of this entrance is the entire depth of the Bank Building.

The ornamental plastering is being done at this time, and the decorators will start work shortly.

Plattsmouth, Neb.,—After August 7, the Parmale theatre will be closed for extensive repairs and changes. A Wurlitzer pipe organ is to be installed in the theatre by the management, Cloidt & Moore.

Omaha, Neb.—Mrs. Sarah H. Joslyn has sold property at Fortieth and Dovenport streets as a site for a Community Playhouse.

AN APOLOGY

In last issue of the Movie Age there appeared a full page ad from Pathe and through an error of the printers the names of Walter Branson and H. A. Kaufman appeared as branch managers. The proof was plainly marked to omit these names but it was not done.

Earl Tyler, 32, Dies From Injuries; Bomb Explodes At Balloon Ascension

Earl Tyler, 32, motion picture operator at the Lothrop theatre in Omaha, and also a parachute jumper and aerial acrobat, died at the Lincoln (Nebraska) general hospital last Sunday as a result of injuries sustained in an aerial explosion at Firth, Nebraska, Saturday night.

Tyler, who made his home at the Millard Hotel in Omaha, and his partner Arthur Bluto, projectionist at the Circle theatre in Omaha, whose home is in Council Bluffs, Iowa, were in partnership for a series of night balloon ascension and parachute jumps, and the fatal trip at Firth was intended to be the last for this trip, both men being due back to their theatre work Sunday.

Tyler had just left the ground after Bluto had filled the big bag with heated air, and carried with him an illuminating bomb to be set off at a height of about two thousand feet. Tyler had barely left the ground, being only about 75 feet in the air when the bomb exploded prematurely, tearing off most of Tyler's left hand and most of the flesh from his legs, and causing a number of abdominal cuts. Knowing that it would be certain death to try a parachute leap at so short a distance, Tyler held on with his right hand until an altitude of about five hundred feet was reached, when he cut loose and made a safe landing, in spite of his burns and loss of blood.

"Can't anyone get me out of this," he cried as the ropes of the parachute tangled about him.

He was given first aid and rushed to the Lincoln hospital, but failed to rally after blood transfusions were resorted to. The funeral was held in Kearney, Nebraska under the auspices of his local union.

Hastings, Neb.—A $400,000 theatre for Hastings is included in the program of the Omaha Suburban Theater Company, according to announcement. The company is headed by George O. Monroe and Calvin Bard, who also head the Hastings Theatres, Inc., the company owning the Rivoli and the Strand theaters here.

Omaha Film Board Wins Case Against "Bicycling" Exhibitor and Fine of $250

In the first case of bicycling to be considered by the Omaha Board of Arbritration, the Board made an award in favor of the exchange against the exhibitor for the amount of $250.00. The exhibitor admitted that he played the picture in a town for which he had no contract, and the award was made in accordance with the United States copyright law which reads as follows:

"That if any person shall infringe the copyright in any work protected under the copyright laws of the United States such person shall be liable***to pay to the copyright proprietor such damages as the copyright proprietor may have suffered due to the infringement as well as all the profits which the infringer shall have made from such infringement, and in proving profits the plaintiff shall be required to prove sales only and the defendant shall be required to prove every element of costs which he claims, or in lieu of actual damages and profits, such damages as to the court shall appear to be just, and in assessing such damages the court may, in its discretion allow the amounts hereinafter stated*** and such damages shall in no other case exceed the sum of five thousand dollars nor be less than the sum of two hundred and fifty dollars and shall not be regarded as a penalty."

Movie Age has been asked to withhold the name of the exchange and exhibitor involved in this case, and is informed that several other alleged cases are being investigated at present and from now on a sharp lookout will be kept for such cases.

Eric Albertson Succeeds Berman As New Lake Mgr.

Eric Albertson, formerly of Des Moines, has been appointed manager of the New Lake Theatre in Omaha, succeeding Bill Bergman, popular young manager, who has accepted a position as head of a house in Sioux City, Ia.

Bergman had scores of friends here who will wish him success in his new connection. Albertson, the new manager, has had a wide experience in newspaper work and in the theatrical field.

M. Biemond, the golfing exhibitor from Loup City, Nebraska was in Omaha on business last week. Mr. Biemond is getting anxious for the Movie Age tournament, and he has always made a very fine showing at the previous meets. He says he don't expect to win the championship, but will be on hand anyway. In fact, he has already sent in his entry fee of $5.00.

Moving Along Movie Row

Since the consolidation of Pathe and P. D. C. offices there has been considerable talk about who would be the manager, and the results of the merger has been that Branson and Kaufman, the former Pathe managers, will handle all Pathe short subjects, serials and westerns, while Al Danke of Omaha and Les Phillips of Des Moines will be in charge of the DeMille products. There really is no title of branch manager at either place, but the old managers are acting more in the capacity of sales managers of the above mentioned products.

* * *

Leon Mendelson, booker for First National in Omaha, returned to his post of duty last Monday after a wonderful vacation. Leon says he would like to hear from his exhibitor friends, and wants them to "say it with bookings."

* * *

Mr. and Mrs. J. R. Walcott of the Walcott theatre at Davenport, Nebraska, were in Omaha last Monday.

* * *

H. B. Weeks, booker for DeMille Features in Omaha, left today with his wife for a two weeks vacation trip to Louisville, Ky. As we remember there used to be a few distilleries down there. Maybe Mr. Weeks knows what he is doing.

* * *

Miss Jeanette Gilinsky, cashier for United Artists, left last Saturday for a two weeks vacation which she is spending in Los Angeles.

* * *

Chas Feldman, is the new salesman for United Artists, and is covering the Iowa territory.

* * *

J. W. Blair has bought the Moon theatre at Spencer, Nebraska, from C. Kehlsen. Both of these showmen were in Omaha last Tuesday arranging bookings.

* * *

Mr. Porter of the Porter Amusement of Holdrege, Nebraska, was in Omaha last Monday on business.

* * *

It is reported that "Skinny" Ebersole of the Majestic theatre at Avoca, Iowa, was obliged to sell his golf clubs to help make the down payment on the new Buick sedan he is now sporting. We have our doubts about "Skinny" selling his golf outfit, but congratulate him on his new car.

* * *

H. A. Larson of the Majestic theatre at Oakland, Nebraska, is spending his vacation in the Black Hills.

* * *

F. W. Larson of the Star theatre at Crofton, Nebraska, was in Omaha last Monday calling on the film exchanges.

* * *

A. J. Myers of the Star theatre at Dannebrog, Nebraska, was seen along film row last Monday.

* * *

A. E. Post of the Gem theatre at Lyman, Nebraska, has just returned to his home after spending two weeks in Omaha, where his wife was in a local hospital.

* * *

M. J. Nieuland of the Ord theatres at Ord, Nebraska, was arranging booking in Omaha last week.

* * *

Miss Ethel Robin of the Scenic theatre in Sioux City, Iowa, was busy the first part of this week in Omaha arranging bookings.

* * *

The National Theatre Supply Co., of Omaha has just sold a Powers projector, screen and other equipment to the Sun theatre at Gretna, Nebraska.

* * *

Mayer Monsky of the Blizzard Sales Co., of Omaha, left a few days ago for New York City. He is driving through in his new Chrysler.

* * *

Phil Monsky of the Liberty Film Co., left last Friday for a three weeks vacation in the mountains.

* * *

Cecil Gwynn of the Rex theatre at Yorktown, Iowa, was in Omaha on business Tuesday of last week.

* * *

The Reams theatre at Naponee, Nebraska, which has been closed for the past several months, reopened its doors Friday, August 5th, and according to reports will remain open for the coming fall and winter.

CURRENT RELEASES

Week Beginning August 14.

EDUCATIONAL

Lyman Howe's Hodge Podge.
Bubbles of Geography, 1 reel.
Kinograms, 2 issues.

F B O

The Great Mail Robbery, All star cast, 7 reels.
Breed of Courage, Ranger the Dog, 5 reels.
Permanent Rave, No. 2 Witwer series, 2 reels.

FIRST NATIONAL

The Stolen Bride, Billy Dove, Lloyd Hughes, 8 reels.

FOX

Paid to Love, Virginia Valli, 7 reels.
Chain Lightening, Buck Jones, 5 reels.

INDEPENDENT

Alias the Lone Wolf, Bert Lytell, Lois Wilson, 7 reels.

LIBERTY

When the Redskins Bit the Dust, Poetic Jewel, Guest poem, colored, 1 reel.
Rose of the Bowery, Johnny Walker, Edna Murphy, Crawford Kent, 6 reels.
Six Faces West, Juvenile comedy, 2 reels.

METRO-GOLDWYN

The Mockery, Lon Chaney, 7 reels.

PARAMOUNT

Metropolis, Special cast, 8 reels.
Pompadour, Dorothy Gish, Antonio Moreno, 7 reels.

PATHE

Roaming the Emerald Isle With Will Rogers, Release No. 7, 1 reel.
On the Hook, Sportlight, 1 reel.
Pathe Review, 1 reel.
Pathe News Reel, 2 issues.
The Crimson Flash, No. 10, 2 reels.
Interfering Gent, Buffalo Bill, Jr., 5 reels.
Smith's Candy Shop, 2 reels.
A Hole in One, Aesops Fables.
Topics of the Day, 1 reel.
His Dog, Joseph Schildkraut, Julia Faye, 7 reels.

SECURITY

Million Dollar Mystery, James Kirkwood, Lila Lee, 6 reels.
The Silent Hero, Robert Frazer, Edna Murphy, Police dog Bonapart, 6 reels.

UNITED ARTISTS

The Magic Flame, Ronald Colman, Vilma Banky, 9 reels.
Topsy and Eva, Duncan Sisters, 8 reels.
College, Buster Keaton, 6 reels.

WARNER BROS.

The Bush Leaguer, Monty Blue, 7 reels.
When A Man Loves, John Barrymore, Dolores Costello, 10 reels.

Norma Brings You Her Box-Office Best!

A Picture of Road Show Calibre

Norma Talmadge *in* **CAMILLE**

for years
the world's outstanding stage success!

forever
Norma Talmadge's greatest contribution to the screen!

played
week of August 7
at the
RIVIERA
Omaha to capacity houses

Only Once in Years Does the Screen Offer Such a Wonderful Picture

Presented by
JOS. M. SCHENCK
with
GILBERT ROLAND

A
FRED NIBLO
Production

FIRST NATIONAL PICTURES, INC.

Omaha, W. C. BRIMMER, 1511 Chicago St.

Des Moines, E. J. TILTON, 1001 High St.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING AUGUST 6

RIVIERA

Beau Geste, Ronald Colman.
Distributed by Paramount.
BUSINESS: Packed houses for entire week.
AUDIENCE REACTION: Exceptionally well pleased.
HIGHLIGHTS: Terrific battle with Arab bandits in deep desert.
THEME: Undying love and loyalty of three brothers who try to take the blame for the theft of a jewel and join the French legion to escape the law.
SUMMARY: A picture far above the program type, big enough for roadshowing.
ENTERTAINMENT MERITS: 99 per cent.

RIALTO

Lonesome Ladies, Lewis Stone and Anna Q. Nilsson.
Distributed by First National.
BUSINESS: Fair.
AUDIENCE REACTION: Seemed to enjoy it.
HIGHLIGHTS: Acting of Lewis Stone; society atmosphere.
THEME: Society drama in which wife drifts away from home life only to return to it under circumstances.
SUMMARY: Fair program picture, nothing special.
ENTERTAINMENT MERITS: 80 per cent.

WORLD

The Heart of Salome, Alma Rubens.
Distributed by Fox.
BUSINESS: Excellent.
AUDIENCE REACTION: Very pleasing.
HIGHLIGHTS: Meeting of hero and heroine; last crime of heroine.
THEME: A romantic melodrama. A girl crook drops her ways with difficulty to marry her lover.
SUMMARY: Many beautiful costumes and castle scenes.
ENTERTAINMENT MERITS: 90 per cent.

SUN

The Unknown, Lon Chaney.
Distributed by Metro-Goldwyn-Mayer.
BUSINESS: Excellent.
AUDIENCE REACTION: Very well pleased.
HIGHLIGHTS: Uncanny portrayal by Chaney.
THEME: A man has his arms amputated to hold his girl's love.
SUMMARY: One of Lon Chaney's best pictures.
ENTERTAINMENT MERITS: 95 per cent.

MOON

The Outlaw, Ranger.
Distributed by F B O.
BUSINESS: Good.
AUDIENCE REACTION: Very good.
HIGHLIGHTS: Saving of the train; foiling of his master's death, saves a train from being wrecked and is vindicated.
SUMMARY: A dog picture that will please any audience.
ENTERTAINMENT MERITS: 90 per cent.

AT DES MOINES THEATRES WEEK ENDING AUGUST 6

DES MOINES

Beau Geste, Roland Colman.
Distributed by Paramount.
BUSINESS: Very, very good.
AUDIENCE REACTION: Most of them talk up this picture, most enthusiastic.
HIGHLIGHTS: Mysterious, presented at beginning of film.
THEME: Three English boys, how they enlisted in the French Foreign Legion, and the solution of the disapearance of the jewel, Blue Water.
SUMMARY: General appeal, exciting.
ENTERTAINMENT MERITS: Way above average.

CAPITOL

Fireman, Save My Child, Hatton and Beery.
Distributed by Paramount.
BUSINESS: Good.
AUDIENCE REACTION: Considered film light, but amusing.
HIGHLIGHTS: Comedy in the rivalry for the girl.
Theme: Two firemen, both inclined to be dumbbells, who prove to be amusing heroes.
SUMMARY: Not as good as some of the others put out by this team but satisfactory as a whole.
ENTERTAINMENT MERITS: 80 per cent.

Five Years Ago

Taken from the files of MOVIE AGE, August 15, 1922

Fire completely destroyed the exchange, film and all accessories of the Omaha Associated First National branch, August 11, resulting in a loss of approximately $200,000. However, within 24 hours, a temporary exchange was opened up and completely stocked under the supervision of R. C. Seery, district manager, setting a mark for the efficiency hounds to shoot at. E. L. (Eddie) Alperson was the branch manager.

Ray Coffin, First National exploiteer and Julius K. Johnson, manager of the Rialto Theatre, Omaha, pulled an exploitation stunt in the good old fashioned way. And, it stopped the natives?

A taxi carrying a motley looking group composed of a flapper, a Chinaman with flowing queue, a monkey and a goat paraded through the downtown streets to the edificatio and consternation of the passersby. The picture was "Hurricane's Gal," starring Dorothy Phillips.

A headline reads, "Leah Baird Wears Gown Insured for $12,000 in 'When the Devil Drives'."

Shades of the past!. . . .Witness the changes of the intervening years, a modern press report reading—"Milady's Correct Formal Costume should weigh 12 ounces."

C. A. Schultz was appointed manager of the Omaha Vitagraph branch. Mr. Schultz hails from Minneapolis, his duties there consisting of the handling of the first run accounts.

Mr. and Mrs. William Fraser, owners of the Fraser theatre, Spencer, Ia., and Mr. and Mrs. Ray L. Niles, of Rock Rapids, Ia., were visitors along the row.

Sid Meyer, manager of the Fox Exchange in Omaha, has joined the ranks of the Benedicts, and has taken a suite at the Blackstone Hotel.

L. A. Graham of the Star theatre, Dubuque, motored to Omaha for a short visit.

Harry De Baggio's Star theatre at Colfax, Iowa, was destroyed by fire, August 5, 1922.

H. F. Lefholtz, Universal manager, came back from the territory with a big time talk about conditions for fall.

H. Brader, Rialto Orch. Leader Hurt in Auto Upset

Harry Brader, conductor of the Rialto theatre pit orchestra, was badly cut and bruised last Monday when he lost control of his car which turned over near Milford, Iowa.

Brader, his wife and small daughter were driving back to Omaha from a vacation trip to the Minnesota lakes. Mrs. Brader and the child were only shaken by the accident, The entire party were able to resume their homeward journey Wednesday.

Mr. Brader is the best known and most popular orchestra leader in Omaha, and has had charge of the Rialto orchestra for a number of years.

Krumrei In Another Mishap

It was only a month ago that Movie Age carried a news item that Carl Krumrei, manager of the Omaha store for National Theatre Supply Co., had a smash-up with his car while returning to Omaha from a trip in Iowa. At that time Carl got mixed up with a cow which had strayed onto the road.

Last week Carl was returning from another trip into Iowa when he collided with another car and although, very little damage resulted to his own car, he completely wrecked the other one.

The ruining of the other car was not the worst part of the accident. Reports are that two of the occupants of the other car had to be taken to the hospital and were found to be seriously injured. Carl says he was not at fault, but that if any more mishaps occur, he is going to quit using his car in the territory.

Verdigre, Neb.—A deal has been made whereby Oscar Gross sold the Empress theatre to A. V. Jecminek of this city. After the sale of the theatre here, Mr. Gross drove to Bloomfield and purchased the Star theatre from Mrs. Minnie Yaeger.

ARCTIC-NU-AIR
VENTILATING
AND COOLING SYSTEM
Write for Prices
Service Theatre Supply Company
303 N. 16th Street, Omaha, Neb.
Phone Atlantic 6375

Paper Buys Capitol, Lincoln

Nick Paper, who has been operating the Sun theatre at Lincoln, Nebraska for a number of years has bought the Capitol theatre at that city from W. S. Sedylitz. Mr. Paper will continue to operate the Sun as in the past.

Al Yarowsky, booker for Universal, has returned from a vacation spent at various points. He saw Chicago for a week, was at Mason City for the week-end and spent the rest of the time at Clear Lake.

The Omaha Pathe-DeMille exchange has undergone a complete rearrangement and has been refinished throughout. It is now the biggest and finest office of any in the Film Exchange Building.

* * *

Harry Lefholtz, who has the Tiffany product for the coming year, is still looking for a suitable office, but up to the present time has not found one to suit him. We expect to announce in the near future just where Harry can be found along film row.

THE EXTINGUISHER OF GLOOM
IN A CONFLAGATION OF MIRTH

A Third Alarm Laugh Riot

Mack Sennett
PRESENTS
Harry Langdon
IN
'His First Flame'
Pathépicture

JUST FOR FUN

—that's what Harry Langdon's Latest and Greatest FEATURE comedy is for!
—a great big joyous bonfire of laughter, thrills and Harry Langdon antics!

Pathe Exchange, Inc.
Omaha Des Moines

Des Moines Film Board Sluggers Ready For Tilt With Omaha, Aug. 23

Stars of the Des Moines Film Board of Trade ball team which will play the Omaha team on August 23 are M. E. Lee and Bill McGivern who represent Universal, Leo Widertz and Mayo Beatty, who star for First National, Keith Roy, the shining light of the Pathe staff, Jack Curry, Famous Players slugger, and Harold West, who scores for Metro-Goldwyn-Mayer.

No Fox stars seem to be mentioned but it is possible that some may step into the spotlight before the big game comes off. Jimmy Shay of the F. B. O. exchange, is the manager of the team, and one of the most enthusiastic followers of the game.

M-G-M Club Holds Picnic At Commerce State Park

The Des Moines staff of Metro Goldwyn Mayer had a picnic party last week that was attended by the office force en masse and with representatives of the sales force also present. The picnic which is one of several which have been held in line with the work and play program of the Metro-Goldwyn?Mayer Club, was at the state park at Commerce, Iowa, about eight miles drive from Des Moines. The officers of the exchange club were in charge of some of the arrangements. Marion Ackerson is president of the club, E. G. West, vice president, W. H. Davis, treasurer, and Margaret McGreavy, secretary.

J. M. Heffner Will Manage Blank's Mason City Houses

Eller Metzger, who for the past year has acted as manager for the Palace and Bijou Theatres at Mason City, A. H. Blank independent houses, has been succeeded by J. M. Heffner who formerly had these two houses. Heffner comes from Fairmount, Minn., where he was manager of the new theatre there recently opened by H. E. Gilbert.

The Business Men's club of Sheffield are now running the theatre here. H. E. Norton has leased the show to them.

Strand, Council Bluffs, Remodeling; Opens Sept. 1

The Strand Theatre at Council Bluffs, Iowa, which has been closed for several months for extensive repairs will be open again in about a month. This theatre which is operated by Morrie Cohen and Sam Harding, when the changes contemplated are made, will be one of the finest of the western Iowa houses.

The changes in the exterior of the theatre have already been completed and indicate that the finest and most effective are to be used on this house. Work on the interior of the theatre is now in process.

H. Weinberg's New Capitol Theatre, Ames, Ia., Opens

Last week saw the opening of the Capitol Theatre at Ames, Iowa. This theatre, which was remodeled from the old Princess Theatre, is one of the chain of theatres operated by Harry Weinberg, formerly of the A. H. Blank Enterprises, under the name of the Commonwealth Theatres Company.

The house is under the management of Joe Gerbracht, who has been at Ames for a number of years handling the theatres there. He is head of the Ames Amusement Company.

The Capitol is a 800-seat house. The opening week went off very auspiciously.

Sunday Shows Lose In Special Jewel, Ia., Election

Jewell, Iowa, recently held a special election to decide the Sunday closing question. The cost of the election was borne by Mr. Foresman, owner of the Strand Theatre, who felt most optimistic that the Blue Laws would meet defeat.

However, the election resulted the other way with a vote of 205 against and 179 for. Mr. Foresman plans to ask the city council to close other places of business upon the Sabbath and he is being backed by a good number of the business men in this move.

August 19, the opening date of the theatre, has been chiseled in the corner stone of the new theatre at Chariton, Iowa, which has been built by R. J. Cramer.

BRIGHT BITS *and* NEWSY NOTES

The Magic theatre at Pierson is now under new management. J. H. Brownmiller has succeeded Fred Sturve.

* * *

The Rialto theatre is being used at Cherokee, Iowa, for all the shows while the Empress theatre is closed for the addition of new equipment. New chairs are now being put in the Empress.

* * *

E. Recknagel was injured in an automobile accident a short time back but is now getting along nicely. He is the new owner of the Scenic theatre at Holstein.

* * *

DES MOINES VACATIONISTS

Marion Ackerson of Metro-Goldwyn-Mayer whose vacation is just coming to an end was at Lake Okiboji for the summer fun. Ilah Elwood, stenographer of this office, and E. G. West, booker, are leaving this week on their vacations. Mr. West is not telling where he is going but it is understood that Mrs. West knows. Helen Wallace, secretary to Mr. Kauffman, short subjects man for Pathe, spent her vacation with her mother and in visiting friends at Newton. Keith Roy, shipper for this office, went on a short tour with the baseball club of which he is a star member, and Grace Gannon who is secretary to Les Phillips, feature salesman for Pathe, took in everything at Clear Lake. Mr. Kauffman left this week for points north for some fishing. Rose Browder, branch cashier, is about due back from her vacation trip to California.

* * *

W. E. Sanford, manager for Metro-Goldwyn-Mayer, is out in the territory this week.

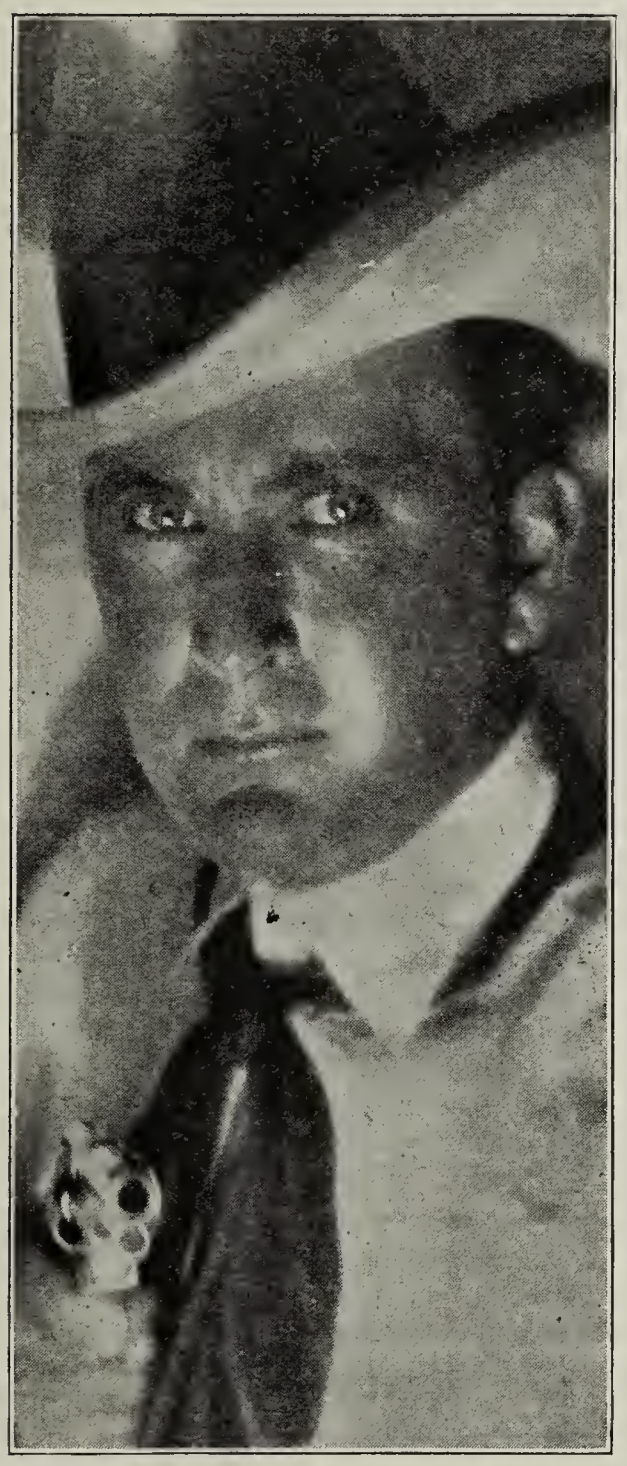
* * *

Exhibitors who visited the Famous Players office last week included Mr. Feldham of Odebolt, Mr. Pierce of Atlantic and Mr. Curtis of Redfield.

* * *

Harris Wolfberg, district manager for Metro-Goldwyn-Mayer, visited the Des Moines office recently.

PICTURE NEWS *Told in Pictures*



Tim McCoy, M-G-M western star, gives an illustration of how he makes the Bad Man take the count.

Here we have Joan Renee, a Pathe star in Leo Maloney features.

Virginia Lee Corbin, once the baby star of pictures, has grown up and is appearing in Pathe and Warner Brothers features.

Frances Lee and Bobby Vernon in the Educational comedy "Don't Fire," aboard their straight eight—or is it a four?

Creighton Hale as he appears in the role of a Scottish Highlander in "Annie Laurie," a new screen play starring Lillian Gish.

THE CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors. Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

NOW IS A GOOD TIME TO FIX up your theatre. We are offering at bargain prices several lots of high grade used upholstered chairs in Spanish leather. Also several lots of heavy 5 and 7-ply veneered chairs. Brand new chairs at the 40 per cent less factory price. Write today and we will mail you photographs and give you full details. ILLINOIS THEATRE EQUIPMENT CO., 12-14 E. 9th St., Chicago, Ill.

CLOTH BANNERS: $1.40, 3x10 feet, 3 colors, any copy up to 15 words; one day service; sent anywhere; also Bargain Paper Banners. Associated Advertisers, 111 W. 18th Street, Kansas City, Mo. Ctf

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THEATRE WANTED—In town of 3000 up; state price and full details. O. C. Johnson, Yankton, S. Dak. Box 158

WANTED THEATRE—I want to lease a theatre in a town of between 1000 and 2000 population; state everything in first letter; do not care if somewhat run-down; write to C. Gehlsen, Spencer, Nebr. C3t-8-27

MOVIE AGE

BENJ. FLETCHER—Editor & Mgr.
414 South 13th St.
Omaha, Nebr.

Telephone____Atlantic 1322
MADELINE GRAHL Des Moines Rep.

Published Weekly by
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N-E-W-S B-R-I-E-F-S

The question of who owns the rights to the title "Birds of Prey," one of the Columbia pictures of the past year, was decided definitely in favor of the producing organization. Kane, Thatcher & Noel, the plaintiffs, claimed that they owned a play of the same title which they had produced throughout the country, and sought to enjoin Columbia from advertising or offering for sale the film, "Birds of Prey." Columbia's attorney proved that the purchase of the book gave the company the rights to the title. The decision was handed down by the Supreme Court.

* * *

"The Big Parade" will leave the Astor Theatre, New York, on September 10 after 96 consecutive weeks on Broadway. This sets a new record for all time in filmdom.

* * *

There is a report that the old Triangle trademark will come back. A New York company is organizing with the idea of using the once famous label. It was once controlled by C. A. Baumann and Harry Aitken.

* * *

Speculation as to Claire Windsor's first production for Columbia ended this week when Harry Cohn, production manager, announced that she would be featured in "Say It With Sables," one of the company's eight specials for the coming season.

* * *

Twenty of the leading producers have pledged themselves to omit ridicule of the clergy, profanity, salacious billboard advertising, jokes on prohibition, and the Washington administration, as a result of a campaign started by Rev. C. T. MacLean, father of Douglas MacLean.

* * *

The fall meeting of the Society of Motion Picture Engineers will be held at Lake Placid, N. Y., September 26 to 29, it has been announced by L. C. Porter, secretary. The committee on arrangements will be appointed by Willard C. Cook, president, at once. More than 80 firms engaged in the manufacture of technical equipment are expected to attend.

The firm of Raymond & Whitcomb, operators of transcontinental tours, will present motion pictures on their trains beginning this month. Contracts have been signed with Pathe calling for short subjects to be shown on trains leaving Boston for California and the Northwest.

* * *

John L. Baird, the British inventor of television, has predicted that television making possible motion pictures on a record combining the principles of television and the phonograph has passed the novelty stage and will be ready for commercial use within a short time.

* * *

Owing to the great length of time necessary for the titling and editing of "Uncle Tom's Cabin" Universal has announced that the picture will not be ready until late in September. The Central Theatre in New York, which was leased for a first run Broadway outlet of the picture, will open August 21 with "Les Miserables" at an extended two-a-day run, at legitimate prices.

* * *

Pictures are taking the place of bull fights in Mexico. Figures show that more than four million pesos were spent in Mexico in 1926 for box office admissions while less than a million pesos went into the bull fight arenas.

* * *

Anite Loos, who has convinced the world that gentlemen have a failing for fair-haired maidens, has returned from Europe and has gone to Hollywood where she will select the screen Lorelei for her story "Gentlemen Prefer Blondes" which will be made by Paramount.

* * *

Clara Bow has signed another contract with Paramount. And it's one of those long term affairs.

* * *

The re-issue of "The Covered Wagon" is announced by Paramount on its August schedule.

* * *

A new independent distributing company has been organized under the name of the Producers Releasing Alliance, Inc. Instead of maintaining the home office in New York, the new company will have its headquarters in Hollywood.

* * *

The Duncan Sisters have gone to New York where they will sing and dance in the Rivoli in connection with their latest photoplay for United Artists, "Topsy and Eva."

* * *

Corinne Griffith will begin production on "The Garden of Eden," her first for United Artists, on August 15. Lewis Milestone will direct.

* * *

UFA is considering the establishment of exchanges in the United States. Dr. Rudolph Becker, foreign sales manager for the German company, is in this country looking over the field.

* * *

After deducting all charges and taxes, Paramount has realized a net profit of $1,420,000 for the second quarter of 1927. This is a big increase over the same period last year, according to a statement just issued by the company.

* * *

Jeanne Eagles, noted stage actress who has gained fame in "Rain" and "Her Cardboard Lover," has been signed for a screen appearance in a Metro-Goldwyn-Mayer picture, "Fires of Youth." John Gilbert will co-star.

* * *

The Roxy has established a new world's record. In the nineteenth week of the theatre the gross receipts passed the $2,000,000 mark. This is an average of more than $105,000 a week.

* * *

"The King of Kings" will open in the most important cities in Europe in the near future, executives of the De Mille organization have announced. Premieres have been set for Budapest, Paris, Berlin, Vienna and Prague.

* * *

Bruce Gallup has been nominated for the presidency of the A. M. P. A. Lon Young has been mentioned for the office of vice-president. James Zabin and George Harvey have been nominated for secretary and treasurer, respectively. The election will be September 8.

* * *

A $950,000 theatre in a Chicago neighborhood is dark for the want of a tenant. The theatre has never been opened.

* * *

An investigation by Variety shows that there are two male stars for every woman celebrity in pictures. Only 33 per cent of filmdom's stars are women.

The PICTURE GUIDE

Little Tips on New Pictures

Time To Love.

Distributed by Paramount.
STAR: Raymond Griffith.
SUPPORT: Vera Voronina.
TYPE: Satirical comedy.
TIME: Present.
LOCALE: Paris.
LENGTH: 5 reels.

SYNOPSIS:Raymond Casanouva, a disillusioned Parision boulevardier, is first seen with suicidal intent on the edge of a bridge. His leap lands him in the boat of the charming Countess Elvire, and they fall in love—so intensely, that the boat almost drifts over a dam. Elvire's father, an old fellow powerfully interested in seances, has been instructed by his favorite spirits to marry his daughter to the Marquis de Daddo, a very good friend of Casanouva's. Thus, the triangle is formed. In the course of events, Casanouva blithely fights several duels for his friend—and to the consternation of Elvire, eventually arranges another duel with the Marquis. With gendarmes hot on the trail, Casanouva and Elvaire hide in a basket which later proves to be part of a balloon to be used as an anti-aircraft target.

HIGHLIGHTS: Duels, balloon sequence, comedy.

The Great Mail Robbery.

Distributed by F B O.
STAR: Lee Shumway.
SUPPORT: Jeanne Morgan.
TYPE: Drama of Marines activity in guarding the mails.
TIME: Present.
LOCALE: In the California mountains.
LENGTH: 6 reels.

SYNOPSIS: Phil Howard, a man of mystery, lives alone in Yellow Canyon. He is loved by Laura Phelps despite his mystery. Laura finds a stolen bond in his possession, tells her father, and they go to arrest him. He escapes and finds refuge in the home of Davis, a retired sea captain. Knowing that Howard is a fugitive, Davis tells him that he is the head of the mail bandits, and Howard joins him. When the gang holds up a train carrying a big supply of gold, Howard sends a secret message to San Diego. A plane arrives with Marines, the bandits are captured, and Howard is disclosed as a member of the Marines.

HIGHLIGHTS: Blowing up of the tracks, arrival of airplane, the capture.

Painting the Town.

Distributed by Universal.
STAR: Glen Tryon.
SUPPORT: Patsy Ruth Miller.
TYPE: Comedy.
TIME: Present.
LOCALE: New York.
LENGTH: 6 reels.

SYNOPSIS: Hector Whitmore, a small town youth, invents all sorts of things, among them a "wonder car" which will go 150 miles an hour and stop in two car lengths. When Patsy, a Follies girl, and Tyson, millionaire politician, are arrested for speeding in the small town, Hector demonstrates his car. Tyson, seeing the possibilities in the car, advises him to take up the matter with the fire commissioner. Hector doesn't want to split with Tyson if successful so he demonstrates alone. Tyson loosens the brakes and the exhibition is a failure. Patsy tells Hector to get the commissioner in his car and she will turn in a fire alarm. The car tears through the streets and Hector refuses to stop until the commissioner signs a contract. He consents and the car stops in one length. Patsy awaits with open arms.

HIGHLIGHTS: The speed demonstration, the race through town.

The Bugle Call.

Distributed by Metro-Goldwyn.
STAR: Jackie Coogan.
SUPPORT: Claire Windsor.
TYPE: Drama of the West.
TIME: About 1870.
LOCALE: A Western fort.
LENGTH: 7 reels.

SYNOPSIS: Captain Randolph, attached to a fort in the Indian country, comes East and returns with a bride, Alice. Randolph's first wife had died and he believes Alice will make a good mother for his son, Billy. But Billy refuses to recognize the woman, crying for his real mother. When the Indians rebel and Randolph is sent away from the fort, Billy hides Alice in a cave. The Indians attack the now deserted fort, and Billy, using strategy, blows a bugle which will make the Indians think troops are still at the fort. Randolph hears the bugle call and rushes back to the fort in time to save Billy and Alice. Billy now has changed his mind about Alice and the three are re-united in happiness.

HIGHLIGHTS: The snowstorm, attack of the Indians and the rescue.

The Prince of Headwaiters.

Distributed by First National.
STAR: Lewis Stone.
SUPPORT: Robert Agnew, Lilyan Tashman.
TYPE: Society drama.
TIME: Present.
LOCALE: New York.
LENGTH: 7 reels.

SYNOPSIS: Pierre, a Parisian art student, marries Faith Cable, daughter of an aristocratic New England family, against the wishes of her father, who forces her to abandon her husband. He never learns that before her death she has given birth to a son.

Years later Pierre becomes headwaiter at the Ritz Hotel in New York. During a New Year's celebration at the Ritz he meets three college boys, one of whom is being made the victim of a notorious gold-digger. In effort to save the boy, Pierre discovers that he is his son. John Cable, father of his wife, admits that Elliott is his son. Determined to save his boy in spite of all, he threatens the gold-digger, only to be insulted by his son for daring to interfere. As a last resort he enlists the aid of his son's sweetheart, Beth. Elliott returns to Beth. But though he is grateful to Pierre for helping him, he cannot understand his motive. Elliott goes away without ever finding out that Pierre is his father.

HIGHLIGHTS: The cafe scenes, efforts to save the son, the college boys.

Arizona Nights.

Distributed by F B O.
STAR: Fred Thomson.
SUPPORT: Nora Lane and Silver King.
TYPE: Western.
TIME: About 50 years ago.
LOCALE: Arizona.
LENGTH: 6 reels.

SYNOPSIS: Decker and Red Dog are continually raiding the town of Coldwater. Decker decides to make a big clean up by buying all the horses in town and then start a false report of a gold strike 50 miles away.
Fred Coulter, a young miner, is approached on the matter of buying the horses. Decker has tried to win Ruth Browning, a town girl, but she is not impressed. Fred learns of the plot through Ruth, and Fred starts back to town to warn the people. The Indians attack. After a fierce struggle with Decker, Fred overpowers him and falls into Ruth's arms.

SHORT SUBJECTS

Spice of the Box Office

Screen Snapshots

Columbia—One Reel.

The current issue of these enterprising little features shows a number of well known stars at their work. Constance Talmadge is seen working in a ball room scene, Monty Banks rehearsing a sequence from a new comedy, Marie Prevost doing an eccentric dance. Francis X. Bushman and Jacqueline Logan are shown going through an intense scene in a costume play. Johnnie Hines is seen practicing kissing Edna Murphey while Ben Lyon goes in for boxing with some able trainer.

Night Owls

Educational—One Reel.

STAR: Phil Dunham.

A gentle American, seeking a rest in a French village, finds himself mixed up in an Apache war. He meets a girl, the daughter of the tough inn keeper, and woos her. A particularly ugly Apache takes a dislike to the American for his attention to his girl. Things begin to get warm, a chase follows, in which the Apache and the American are seen falling down a well.

"Buster's Picnic

Two-Reel Stern Brothers Comedy

Buster, Mary Jane and Tige go to the picnic grounds. Tige visits a nearby table and eats the frothy frosting off a cake. A moment later he greets another picnic party, frothing at the mouth. They think he is a mad dog and run. He drags the table cloth under a tree and a hornet's nest falls on the cloth. The insects chase the dog around the lot. He gets hold of a corner of Buster's table cloth. Mary Jane and Buster grip the other two corners as the wind gets under the cloth and blows it away, carrying the three picnickers through the clouds. Buster and Mary Jane are dropped on the brink of a cliff while Tige is carried out over the ocean.

"What'll You Have?"

Two-Reel Stern Brothers Comedy
"The Excuse Maker" Series

J. Pep Mint, a soda clerk, who is a devil with the women, meets Miss Van Sleek, an heiress, whom he picks up after an accident on his way to work. He leaves her, pleading an appointment with J. P. Morgan and almost loses his job for being late again. Leaving the soda emporium, he meets Miss Van Sleek again and goes home with her in her car, four-flushing all the way. As they enter the house he is attacked by a pair of burglars who are knocked out by a lucky fluke. Mr. Van Sleek offers him a fat check as a reward for capturing the two criminals but he grandly waves the check aside and claims the daughter as his reward. His chivalry makes a hit with the girl, who accepts him. He asks her to step from the room while he speaks to her father. As soon as she is out, he graciously accepts the check and then follows her.

Why Girls Love Sailors

Pathe—Two Reels.

STAR: Stan Laurel.

A rough sea captain kidnaps Stan's girl and takes her on board his ship. Stan makes several unsuccessful attempts to whip the sea dog. At last he conceives the idea of dressing like a woman. A show company has left its trunks on the boat and Stan uses a vamp costume which he finds in one of the trunks. The captain falls for the masquerade, and Stan manages to get him into a trap just as the captain's jealous wife comes on board. She beats up the captain and Stan saves his girl.

Meet the Folks

Educational—Two Reels.

STAR: Jimmie Adams.

Jimmie goes to the mountains for his health and discovers that his name is the same as another family in the midst of a bad feud. He meets a girl on the train which is met by her uncle, a leader of the other family's clan. Jimmie arrives just in time to get in the thick of the fight. After many adventures, he escapes with the girl when the hut in which they are hiding is thrown over a cliff and lands on a moving freight train.

Plumb Dumb.

Educational—Two Reels

STAR: Poodles Hanneford.

Poodles is the hard working helper to Glen, the blacksmith, Lucille, Poodles' girl, wants him to enter the ring against Slaughter-House Slattery when Glen, who was scheduled to fight him, pretends to be sick. Poodles knows nothing about fighting, but he promises to compete when he learns that her father has staked all his money against Slattery. If he wins, he can marry Lucille. Poodles enter the ring in armor and is promptly made to take it off. At last the two men fight. At first Poodles gets the worse part of the battle, but he warms up and knocks Slattery through the ceiling, thereby winning Lucille.

The Beauty Parlor.

F B O—2 Reels.

The first of this series is now ready. Lorraine Eason takes the place of Alberta Vaughn who starred in previous F B O comedy series. However, Kit Guard and Al Cooke are present to supply the humor. The first story concerns Thelma and Lorraine who are in financial straits over their beauty parlor. The landlord says they must pay up or clear out. The girls expect a beauty expert to give a lecture which will bring in enough money to pay the rent. Al and Kit are avoiding the cops and hide in the beauty shop. The girls think they are the expert and his assistant. The men give a lecture and bring in the money.

"Tired Wheels"

Paramount—One Reel

An amusing travesty on a bicycle race in which the busses bringing spectators to the event form their own arena in which an elephant, a hippopotamus, a giraffe and Krazy Kat compete for honors. The giraffe heads off Krazy for a long time, but after various adventures the Kat crosses the tape an easy winner.

A Midsummer Night's Stream

Fox—Two Reels

Sally Phipps appears as one of the six bathing girls who are hired to jazz up a theatre that is about to flop. Eddie Clayton is the peppy press agent. He starts to the train to meet the girls and his taxi meets with an accident by running into a freshly tarred street. This scare figures, with the chauffeur, a motor cop, and an Italian after him. He dodges into a side show, gets mixed up with the fat woman and a disappearing act and altogether the excitement is kept up at high pitch. George E. Marshall supervised this Imperial comedy.

Sapulpa Fire Department Exploits "Fire Brigade"

Metro-Goldwyn-Mayer's "The Fire Brigade" was given a very elaborate campaign for its showing at the Victorian theatre, Sapulpa, Okla.

A trailer was placed on the screen ten days in advance of the showing. Two thousand buttons were handed over to Fire Chief Collier, at the Central station, with five hundred stickers. These were placed on cards, windows, etc., Five hundred hats were distributed at the theatre on special "country night," as souveniers to the little folks. An announcement was made at the theatre each night relative to the "Fire Brigade" and the merits of Fire Prevention Week. A special fire prevention program also was arranged for the Lions' Club on the opening day of the picture, where buttons and hats were handed out to the members of the club.

Fire Chief Collier had a truck pick up the print of the film at the depot. The truck was then driven through the business district of the city, ending up at the theatre.

On the second day of the showing the entire fire equipment was placed on the streets, with sirens blowing, and with large banners on the trucks.

Window Cards Exploit "The Magician" in Okla.

An M-G-M exploiteer assisted Manager H. A. Williams in putting over an effective campaign for Metro-Goldwyn's "The Magician" for its showing at the Palace theatre, Lawton, Okla.

A special lobby display was created and presented. Special hand-lettered one-sheet cards were placed in the lobby with stills of the stars worked into the cards. A twenty-four foot banner was strung across the front of the theatre, with a small banner placed in front of the marquise.

Hand-lettered half sheets were placed in hotels and drug stores. Manager Williams arranged with various drug stores to letter the back bars with a special design and a small scenic effect. This proved very attractive and caused much favorable comment on the production.

The Lawton Constitution, a local newspaper, carried a story each day in advance of the showing, with local columns of small teaser ads. The regular amount of newspaper space was used in advance of the play date. A trailer was placed on the screen seven days prior to the engagement.

Clothier and Jeweler Aid in "Collegians" Contest

A new version of the "most-popular-athlete contest," which has been used so successfully this spring in connection with the showing of "The Collegians," the Universal Junior Jewels was worked out by Tom Blair, manager of the Rialto theatre in Tonkawa, Okla. He took a full page in the Tonkawa News to tell his fellow townsmen that he, together with a local jewelry store and the Hart Shaffner and Mark dealer, were seeking to determine the most popular athlete in the three Tonkawa schools. The theatre was giving a silver loving cup, the jeweler a watch and the haberdasher, a $35 suit of clothes to the winning athlete.

To make sure that the contest was well taken care of in the News, one of the judges was a member of the staff and the other two were faculty men from the schools. The jewelry store displayed the silver loving cup during part of the time and the contest was running against a background of lobby cards, "Collegians" pennants and tie-up cards, and the rest of the time the men's furnishing store used it in a window of collegiate clothes. Here, too, pennants and cards plugged the Rialto and "The Collegians" series playing there.

Indian War Dance For "Drums of the Desert"

E. P. Briggs brought big business to his Rialto theatre, Colorado, Springs, Col., during the presentation of "Drums of the Desert." Briggs got six real Indians to give a war dance in front of his theatre. The Indians drew a big crowd around the lobby and the result was entirely satisfactory at the box office.

Briggs states that the cost of the stunt amounted to a free admission to each of the Indians.

Bakery and Blondes Put Over "Midnight Sun"

During the run of "The Midnight Sun," the Universal production with Laura La Plante at the Lyric theatre, Tiffin, Ohio, Manager Otto Moutrie, assisted by Universal Exploiteer A. J. Sharick, tied up with a bakery which gave out 5000 coupons with their packages. These coupons were good for 10 cents on the admission price at the Lyric and brought advertising on the picture into practically every home in Tiffin. Much additional business was traced to this arrangement.

A press book stunt for this picture gave the theatre a story and art in the Daily Advertiser. The story announced that at the request of Miss La Plante, all the blondes (feminine) in Tiffin were invited to a special Monday matinee to which they would be admitted free. This matinee got word-of-mouth advertising on the picture started and created good-will toward the theatre on the part of the blonde population of Tiffin.

Colleen Moore Cut-Outs

"Orchids and Ermine" was well explointed before and during its performance at the Empress, Owensboro, Ky., by M. M. Clark.

Clark used a cut-out of Colleen Moore, a 12-foot double illuminated banner, and a six-sheet lighted billboard on top of the marquee. On Sunday before showing, and during showing, a beaver board cut-out of a huge orchid carried the head of Colleen Moore cut from a three-sheet. This was backed on an easel and was used about the lobby.

Plays Up New Star

John Creamer of the Orpheum, Atchison, Kas., took advantage of Billy Dove's rise to stardom by playing it up in a lobby display during the showing of "The Tender Hour." Setting up against a big head of Miss Dove was a large five-pointed star announcing that "Billie Dove, the new star in "The Tender Hour" is appearing with Ben Lyon." An attractive shadow box display ornamented the lobby.

Birthday "Comps" Create County-Wide Good Will

Harry Smoots of Mt. Vernon, Ohio Has Novel Method of Creating Timely Prestige and Patronage for His Vine Theatre

The old saw about there being "more than one way to choke a cat" is aptly demonstrated by exhibitor Harry Smoots of Mt. Vernon, Ohio. The method employed by Mr. Smoots is a new one, and from the very originality of it, we make bold to assume that not many showmen have ever used it.

The idea is based on birthdays. Everybody has them at least once a year—except possibly the fair sex, who sometimes pass 'em up wilfully. So Mr. Smoots plays on the sentimentality of the birthday with complimentary tickets to his excellent Vine theatre.

To start the campaign he sends out the following letter to his public:

"Mt Vernon, Ohio, April 1, 1927.
Dear Friends:

It is our desire to mail a program each month to everyone who wishes to receive the announcement of our coming attractions, however, we do not want to annoy anyone who is not interested in pictures.

In the future we will mail programs only to those who express a desire to receive them by mailing their name and address on the enclosed postal card.

BIRTHDAYS

We have records of hundreds of birthdays in our files, but we want thousands.

We are not interested in the year of your birth or your age, all we want is the Month and the Day of the Month.

The enclosed postal has space for five birthdays. Please fill it out with your own and that of your family or friends. If you can give us more than five, please do so on a separate card.

You will be well repaid for the time spent in mailing them to us. Do it now.

Sincerely yours,

The Vine Theatre,

Harry Smoots."

When the cards are sent in containing the various birthdays, they are all filed systematically in a date file which is worked daily. A day or so in advance of each birthday an attractive greeting card and a complimentary admission ticket, accompanied by an attractive lithoghaphed cover program for the month is mailed out to the addressee. The ticket admits the holder and a companion to the show on his or her birthday with Mr. Smoots' compliments, and a wish that "each recurring birthday find you rich in health, wealth and happiness."

Such a natural and friendly appeal to human nature, augmented by attractive printed matter, cannot fail to and does produce splendid results.

Spectacular Exploitation On "First Auto" in Cleveland

Further proof of the facility with which Warner Bros. Extended Run Production ,"The First Auto," can be spectacularly exploited, is furnished by details of the campaign put on at the occasion of the picture's premiere at the Cameo theatre in Cleveland.

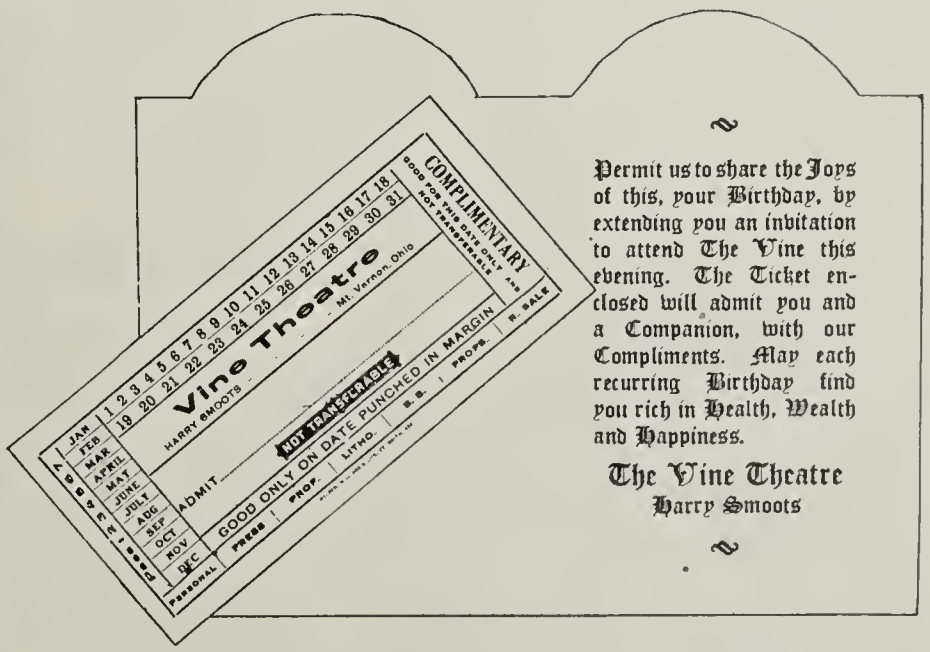
Two hundred bulletins were hung about the plants of Cleveland announcing that rebate tickets redeemable for ten cents toward admission price would be given away by request to Cleveland workers in the automobile industry.

The biggest single feature of the campaign, however, was a contest tie-up with the Cleveland News to discover the first auto in the city. Big space was given by the paper for a week in advance, six columns on page one being devoted daily to the progress of the contest. It culminated the night before "The First Auto" opened, with a tremendous parade of the entries, more than a hundred of whom drove in an attention-getting line-up for two miles from the starting point to the City Hall where the committee of judges awarded the prizes.

Song Cycle For "Cabaret"

E. R. Rogers of the Tivoli, Chattanooga, arranged for a cycle of songs to be sung each afternoon in connection with "Cabaret," Paramount's production featuring Gilda Gray. Rogers had a singer render "Songs of the Nation," each day honoring a different country. One day France was honored, then Italy, and then United States.

This crowd jamming the entrance to Mr. Smoots' Vine Theatre would indicate that birthdays are celebrated quite extensively in Mount Vernon, Ohio.


COMPLIMENTARY
Vine Theatre
Mt. Vernon, Ohio
HARRY SMOOTS
ADMIT
NOT TRANSFERABLE
GOOD ONLY ON DATE PUNCHED IN MARGIN
Permit us to share the Joys of this, your Birthday, by extending you an invitation to attend The Vine this evening. The Ticket enclosed will admit you and a Companion, with our Compliments. May each recurring Birthday find you rich in Health, Wealth and Happiness.
The Vine Theatre
Harry Smoots

Attractively printed greeting cards such as these are sent out by Mr. Smoots to patrons on their birthdays. Insert: Complimentary ticket which is enclosed with the greeting.

EQUIPMENT AND SUPPLIES

T. J. Major Named Head of One-Contract Division

Well-Known Theatre Equipment Specialist Engaged by National Will Train Men to Serve Theatre Owners.

T. J. Major, until recently purchasing agent for the Balaban & Katz—Publix organization, has been retained by National Theatre Supply Company and placed in charge of the One-Contract Plan Division of the company, which includes the Engineering Division under the direction of Alvin Seiler, the National theatre equipment engineer.

Mr. Major is one of the leading theatre equipment specialists of the country, having had supervision of equipment selection over a majority of the finest B. & K. houses, including the famous Uptown, Tivoli, Rialto Square and many other playhouses of like calibre.

The National One-Contract Division has inaugurated a system of equipment research, and data will be supplied to architects covering every department of theatre construction and outfitting in which they may be or become interested.

The National Engineering Division services and the One-Contract Plan will function only through commissioned architects. No attempt has or will be made to serve in an architectural capacity and all decorative schemes, plans and suggestions for either effect or efficiency will be submitted to the architect in charge of each project prior to final submission to the buyer.

The importance of proper selection of furniture and furnishings adapted to theatre usage is recognized, and this factor has been given much consideration in the One-Contract department to the end that color harmony, beauty, comfort and durability may be assured in the final completion of the National equipped theatre.

Stage lighting, effect production, house lighting, flood lighting, projection —all the factors of modern theatre operation, including the new National Seiler Switchboards and other scientifically correct apparatus have been placed under Mr. Major's supervision, and the result is a close co-ordination and a consultation process that binds together the several departments constituting the basis of the National One-Contract Plan. The result becomes apparent in the completed theatre.

T. J. MAJOR

Contrary to any assumption that might possibly be made in considering the National One-Contract job, the plan tends to reduce rather than increase the gross expenditure of the theatre owner. This for the reason that in consultation and cooperation with the One-Contract Plan specialists, the buyer is saved the waste of unwise selection—he is assured of the intallation of the equipment best suited to his individual needs, and quite frequently it happens that what is actually needed is less expensive than snap judgment indicates. The huge cost of over-sights discovered too late for rectification are evidence of this.

Minusa Makes Screen 21 x 27 Ft. For Mexico

A screen measuring 21'x27' has been shipped to Mexico City by the Minusa Cine Screen Company. The screen is one of the largest ever made and it is the second largest made by Minusa.

The largest screen ever made by Minusa was installed in the Old Mill Theatre, Dallas, Tex. W. L. Schoening, president of the company, says that the largest seamless screen in the world is a Minusa, and is installed in the M & S Douglas Theatre in New York City.

Intensiflector and Isolator, New Features On Ashcraft Lamps

C. S. Ashcraft, head of the Ashcraft Automatic Arc Co. of Los Angeles, has announced the development and perfection of a high intensity reflector arc which, it is said, increases theatre projection 100 per cent. The Ashcraft Intensiflector decreases the current consumption for the ordinary house from 125 amperes to 55 amperes.

In order to protect the large concave reflector, which condenses 95 per cent of light emitted by the carbon crater, a novel device known as the Isolator is used which sets the reflector apart from the rest of the lamp. It consists of an aluminum housing or holder for the reflector covered in the front by a large disc of heat resisting glass. A strong blast of air is forced into the Isolator by means of a blower.

Without the use of the Ashcraft Isolator, Mr. Ashcraft stated that the reflectors would have to be replaced at the rate of two or three each week.

Authority Says Better Light Needed in Theatres

"Motion picture theatres are too dark, and people are unnecessarily subjected to eye strain in poorly lighted auditoriums," declares Guy A. Henry, director-general of the Eye Sight Conservation Council of America.

This is the opinion of a man who is not associated with the electrical industry and who cannot rightfully be accused of trying to promote his own selfish interests. He bases his opinions on a series of investigations just completed.

"The human eye," he continues, "does not function to best advantage in the dark, or in looking at a fairly well-illuminated object when the eye itself is surrounded by darkness. There should prevail as high a degree of general illumination as may be consistent with securing clear and easy vision of the picture. The illumination should be gradually reduced from the rear to the front and all light sources so modified as to prevent glare."

Eldorado Installs Kilgen

The Eldorado Theatre, Eldorado, Kas., has installed a Kilgen organ. This makes the seventh Kilgen installed in Universal houses in the Central States.

BOX OFFICE REPORTS

F B O

Breed of the Sea, Ralph Ince.—Very fine picture. Other film companies would call this a special and charge a big price. You can advertise this big and deliver the goods.—J. H. Jenkins, Lees Summit, Mo.

The Non Stop Flight—Went over big. Don't be afraid of this one. It will bring the people and please them too—R. T. Kirk, Hoyt, Hoyt, Kas.

First National

Somewhere in Sonora, Ken Maynard—A mighty good western with plenty of action in every foot. Fine print—Ray Mussleman, Princess, Lincoln ,Kas.

The Sea Tiger, Milton Sills—Pleased 75 per cent. Print was a little dim—Ira Stonebraker, Allen, Allen, Kas.

Somewhere in Sonora, Ken Maynard—Very good western with a happy ending. Snappy from beginning to end. Everybody liked it—R. T. Kirk, Hoyt, Hoyt, Kas.

Fox

The Circus Ace, Tom Mix.—The best Tom has made for some time. Was well received. You can step on this one.—E. W. McClelland, Rex, Gilman City, Mo.

Canyon of Light, Tom Mix.—Packed them in all day. A lot of hokum but they liked it—Frederick Gooch, Lyric, Loudon, Tenn.

The Auctioneer, All Star—A good picture which seemed to please the majority—Ernest Vetter, Majestic, Homer, Mich.

The Broncho Buster, Fred Humes—An entertaining picture and good western—Bert Silver, Family, Greenville, Mich.

What Happened to Jones, Reginald Denny—Denny's pictures are good. This was clean all the way through—E. A. Rhodes, Grand Story City, Ia.

Hey, Hey, Cowboy, Hoot Gibson—A good western with lots of comedy—Ernest Vetter, Majestic, Homer, Mich.

Metro-Goldwyn

Captain Salvation, Pauline Starke—Well produced and well acted. Some liked it and some didn't—W. H. Hardman, Royal, Frankfort, Kas.

Slide, Kelly, Slide, William Haines—This is a knockout—E. A. Rhoades. Grand, Story City, Ia.

Johnny Get Your Haircut, Jackie Coogan—I would call this fair—Julius Schmidt, Grand, Breese, Ill.

Tillie the Toiler, Marion Davies—The best we have seen from Marion. She had a bit of "it" in this—Ivy Arnolds, Cresco, Cresco, Ia.

Heaven On Earth, Renee Adoree—A good picture and had a lot of compliments on it—Ira Stonebraker, Allen, Allen, Kas.

Paramount

Behind the Front, Hatton-Berry—Not in a class with "We're in the Navy Now." Poor print spoiled what chance it had—Ray Musselman, Princess, Lincoln, Kas.

The Canadian, Thomas Meighan.—A real picture for us. Tom is a little awkward with horses.—W. A. Hillhouse, Lyric, Glasco, Kas.

It, Clara Bow.—It's sure a dandy. But Clara is a winner anywhere because she has 'it.'—W. A. Hillhouse, Lyric, Glasco, Kas.

Forlorn River, Jack Holt.—A real Zane Grey and pleased a mixed audience fine.—W. A. Hillhouse, Lyric, Glasco, Kas.

It, Clara Bow.—Was liked better than any picture I have shown for some time. It's a natural.—J. B. Carter, Electric, Browning, Mo.

Love 'Em and Leave 'Em, Evelyn Brent—Just a fair show. Will get by with the young folks—W. H. Hardman, Royal, Frankfort, Kas.

Rough House Rosie, Clara Bow—Story not as good at "It" but did better than average business—Ivy Arnold, Cresco, Ia.

Kid Boots, Eddie Cantor—A riot. Clara Bow and Eddie are a great combination—E. M. Biddle, Strand, Paoli, Ind.

A Son of His Father, Star Cast—Very good picture of the western variety which pleased—M. Schnoor, Paramount, Stapleton, Neb.

Pathe

Rawhide, Buffalo Bill, Jr.—The first one of this star I have used and it gave good satisfaction.—J. B. Carter, Electric, Browning, Mo.

United Artists

No More Women, Matt Moore—Very old and not much force. Poor business and many unfavorable comments—Ray Musselman, Princess, Lincoln, Kas.

Universal

Poker Faces, Laura La Plante.—A fine comedy-drama. Good for any audience. Show it.—W. A. Hillhouse, Lyric, Glasco, Kas.

Looking For Trouble, Jack Hoxie—A fair western and about on a par with his other pictures. Didn't hit for me—Ray Musselman, Princess, Lincoln, Kas.

Warner Brothers

Clash of the Wolves, Rin-Tin-Tin.—Very fine picture. Well satisfied.—L. E. King, Airdome, Ozawkie, Kas.

While London Sleeps, Rin-Tin-Tin.—Well liked by entire house. There's only one dog star and that's Rin-Tin-Tin.—W. A. Milberger, Rainbow, Kansas City, Mo.

The Climbers, Irene Rich.—Nice entertainment. Pleased public in every way. Fine story, splendid acting and a very thrilling climax. Held picture second day by request.—K. Duncan, Alamo, Kansas City, Mo.

Hills of Kentucky, Rin-Tin-Tin—As good as the average dog picture and seemed to please. Good hot weather picture—Marion Bodwell, Paramount, Wyoming, Ill.

Other Women's Husbuands—Good program picture—Bert Silver, Family, Greenville, Mich.

State Rights

Over the Great Divide—This is one of the greatest pictures of its kind ever shown in Cameron. Exhibitors should step on this picture. Not a weak place in it. Can say the same thing about "Fall of the Alamo," another Midwest release. It is just as good—C. E. David, Senate, Cameron, Mo.

Freiburg Passion Play—This was the most remarkable portrayal, and unlike other so-called Passion Plays was not rediculous. Words cannot express the

tender and beautiful appeal of this production, the artistic touch, and fine simple appeal of this delicate subject. We have arranged for another showing—Victor Cason, Cason, Osceola, Mo.

Gallopin' On, Wally Wales—One of the best westerns we ever played. Pleased 100 per cent—Victor Cason, Cason, Osceola, Mo.

The Plastic Age, Clara Bow—The print was in good shape and seemed to please the patrons—Auditorium, Lockwood, Mo.

Somebody's Mother, Mary Carr.—Had a large crowd and it pleased them all. —L. E. King, Airdome, Ozawkie, Kas.

Code of the Range, Jack Perrin.—One of the best. Silver King will have to side step for Jack's white horse. He is a wonder.—S. M. White, American, Keytesville, Mo.

M. P. T. O. A. To Push Legislative Affairs During Next Congress

Special arrangements are being made at the national headquarters of the Motion Picture Theatre Owners of America to give detail attention to legislative affairs in Washington during the coming session of Congress and in different states where legislative sessions will be held.

The great majority of states do not have sessions in even numbered years and the work in this relation will be confined to about half a dozen states this year.

President R. F. Woodhull has arranged to maintain the closest possible touch with state and regional organizations and maintain in every way the strength and standing of the same to care for those law-making situations.

The revenue proposition at Washington in December will be somewhat complicated in view of the difference of opinion concerning the reductions to be made. There is a treasury surplus of something like $600,000,000 a year. The administration program as announced by Chairman Smoot of the Senate Finance Committee and approved by President Coolidge is a $300,000,000 tax reduction.

Senator Pat Harrison wants the reduction to approximate $500,000,000. There is a big difference there and while both estimates include the taking off of admission taxes and certain corporation tax reductions in which theatre owners are interested, there is a danger of being injured in a shuffle between rival political interests unless the situation is carefully watched.

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By Exhibitors Themselves

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MOVIE AGE

Volume V | AUGUST 20, 1927 | Number 39

WATCH M-G-M'S BIG PARADE!

THE

IT'S STARTED!

LOS ANGELES—
Police handling mobs. Criterion doors open 8:45 A. M.

CLEVELAND—
After two Road show engagements, Stillman breaks all records in 4 midsummer weeks.

CHICAGO—
Every record smashed. Doors open 9 A. M. at McVicker's. S. R. O. up 'till closing.

SAN DIEGO—
Pantages can't begin to handle mobs clamoring for admission. All records crashed.

A Business Magazine for the Film Trade in Iowa and Nebraska

facts!

NEVER in screen history has a two-reel series received the unanimously enthusiastic praise of exhibitors in trade paper box-office reports that has been accorded "THE COLLEGIANS," Universal's Junior Jewel Series. ****That's FACT, bluntly stated.****Never in screen history have exhibitors discovered such terrific, pull-'em-back drawing power as they have found in "THE COLLEGIANS," Carl Laemmle Jr.'s great two-reel series.**** That's FACT, plainly stated.****AND HERE'S THE BIG FACT: THE EXHIBITOR WHOSE AUDIENCES HAVE NOT YET SEEN THE FIRST SERIES OF TEN "COLLEGIANS" IS DEFINITELY AND ABSOLUTELY THROWING AWAY COLD, HARD CASH! **** It's waiting there—ten weeks of certain money-making, and ten more weeks of greater profit when he books the second series of "Collegians," AS EVERY EXHIBITOR INEVITABLY WILL WHO HAS PLAYED THE FIRST! **** FACTS, man, business facts, pocket-book facts, bank-balance facts, box-office facts! **** GRAB THOSE "COLLEGIANS" NOW AND SET YOURSELF FOR A CLEAN-UP! **** FACE THESE FACTS!

"First Collegians"
10—2 reels each
Directed by Wesley Ruggles

Starring
George Lewis & Dorothy Gulliver
with Eddie Phillips, Churchill Ross, etc.

"Second Collegians"
10—2 reels each
Directed by Nat Ross

Omaha, Neb., 1513 Davenport, H. Chapman, Mgr.

Des Moines, Ia., 10th & High Sts., Geo. Naylor, Mgr.

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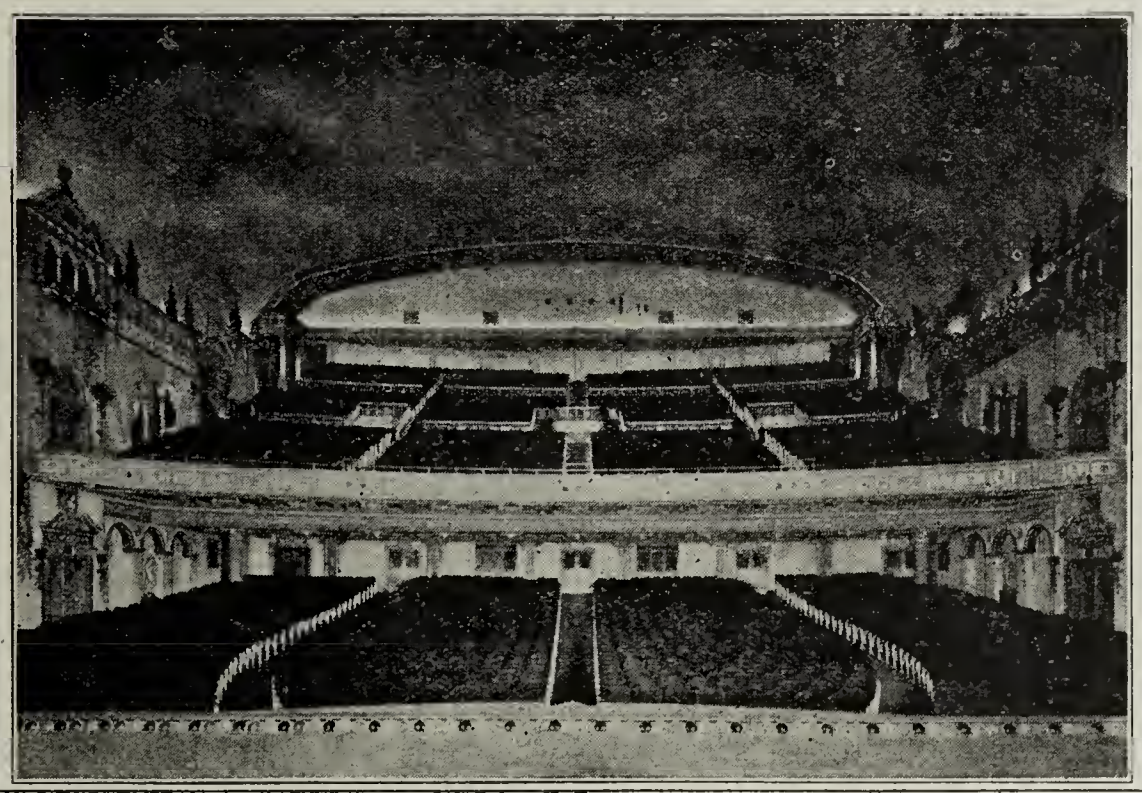

The Midwest
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"American"
Chairs

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PACE, *Chadron, Nebraska*
LINCOLN, *Lincoln, Nebraska*
ALHAMBRA, *No. Platte, Nebraska*
NORTH STAR, *Omaha, Nebraska*
ROSELAND, *Omaha, Nebraska*
RIVIERA, *Omaha, Nebraska*
CAPITOL, *Lincoln, Nebraska*
ELECTRIC, *Kansas City, Kansas*
ORPHEUM, *Leavenworth, Kansas*
LIGGETT, *Madison, Kansas*
CRPHEUM, *Wichita, Kansas*
VARSITY, *Lawrence, Kansas*
JAYHAWK, *Topeka, Kansas*
HORTON, *Horton, Kansas*
TRIEKATT, M. P., *Bird City, Kansas*
ORPHEUM, *Hannibal, Missouri*
BEYER, *Excelsior Springs, Missouri*
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EDITORIAL

The hue and cry about mediocre films is being taken variously. Naturally, there is emphatic denial on the part of producers that their organizations are not putting forth the best efforts to make pictures of consistently good quality. And the admonition is made by exhibitors, big and little, whose theatres have suffered a loss in business that poor pictures are to blame.

"Mediocre films are driving people away from the box-office," one theatre chain director declares. But does the fault rest entirely with pictures? Is the producer alone to blame for lack of patronage at theatres? Let's look facts squarely in the face for a moment.

No one in the industry will deny that any one producer cannot make 52 outstanding pictures during one year. There is bound to be a certain amount of "mediocrity" in any picture program. And for that matter business cannot remain at the same level week after week at theatre box-offices anywhere. There is bound to be fluctuation. Picture production is no different. Many times a production scheduled in the making to be a special turns out to be only an average release, and another, scheduled to be just a program picture, turns out to be a special.

To accuse the producer of deliberately trying to force poor pictures upon an unsuspecting public is ridiculous. He has too much at stake to gamble so carelessly with his future. True, 1926 did not see many really big pictures, but this is 1927—why worry about the past? While lack of sufficient announcement on the part of producers, of their product for this season has given cause to the belief that they lack confidence in their own programs, nevertheless the little information that has been gleaned for the most part indicates a good crop of better-than-average productions. So much for that.

On the other hand, the failure of many pictures to draw at the box-office is many times due to the theatre owner himself. There has been too much "dog"—too much overdressing and overstressing of the "presentation" and too little advertising of the picture for its own full value. It isn't poor pictures that's driving the public away from theatres—it's poor policy, presentations and hokum that the public is tiring of.

We have before stressed the danger of subordinating the picture program with a lot of extravagant slush that costs three and four time as much as an entire good picture program and which wearies theatre patrons to such an extent that they have no patience with the feature picture when finally it is thrown upon the screen. The public wants good pictures at moderate prices—if it wants vaudeville and jazz orchestras it can see them at the vaudeville theatres.

Right now is a good time for those, really interested in seeing mediocre pictures eliminated to as great an extent as possible, to get down to earth—reverse the order of things—give picture patrons complete picture programs—feature pictures and advertise them—yes, advertise them for what they are worth, with a vengeance and a confidence that will let the public know they can see motion pictures—good motion pictures at motion picture theatres!

Has the Industry Forgotten 'the Picture's the Thing?'

M. P. T. O. A. Plans Nation-wide Exploitation Service Based On the Merits of the Picture—Not on 'Presentation' Frills

NOTE—The M. P. T. O. A., in the following official statement to the trade, sounds a warning against present trends in which motion picture theatres are playing up the "prologue," the "special acts" the "atmospheric presentation" to the detraction of the feature picture itself. It attacks present exploitation methods as being untruthful, and often entirely devoid of the elements of appeal which might otherwise have put the picture over on its own merits. Accordingly, the M. P. T. O. A. promises shortly to formulate a super-exploitation service, based on the theory in actual practice that the "picture's the thing", and not the 'extras'!
—(The EDITOR)

New York.—(Special) An exploitation division will soon be in full operation at the headquarters of the Motion Picture Theatre Owners of America in New York City through which theatre owners will be aided by practical exhibitors of nation-wide prominence in making their business pay.

National President Woodhull and Business Manager O'Toole brought this matter to the attention of the Columbus convention in their reports and it was since approved by the Administrative Committee.

The primary purpose of this Exploitation Division or Bureau is to make the "Picture the Thing" in motion picture theatres; giving it first place and if possible avoid all artificial stimulants like presentations, special concert or musical acts. This is not due to any aversion to these side entertainment elments. But the danger of relegating the motion picture to a secondary position in many motion picture houses is so obvious that it may upset production calculations entirely and add to business uncertainties now entirely too prevalent in the industry.

It is the purpose of the officials of the Motion Picture Theatre Owners of America to enter into conference with producing elements along this line with a view to so elevating picture standards from an entertainment and box office standpoint as to make it entirely practical to stand on the picture alone, and with intelligently directed exploitations sell it to the public. As matters stand now in the greater number of instances the exploitation books give little information. One would suppose that many were written academically without the writer ever having seen the picture. In fact this is too often the case, the M. P. T. O. A believes.

In such instances the finer and more outstanding appeal points in the picture may not be taken into consideration and the reading notices in the different city and town newspapers are so lifeless at times as to betray this condition. In this way millions of dollars are thrown away in foolish and non-applicable moves in exploitation and many extra millions side-stepped by the trade which would come to us if we made more intelligent moves.

Fancy books of pictures, with stars and other personages displayed mean nothing. It is the gasoline and other products which tell the story with the Standard Oil company and John D. Rockefeller never yet stamped his face on a barrel of oil. Henry Ford keeps his face off the automobiles and the buyers of any product are never as much

(Continued on Page 8)

Music Society To Demand A Music Tax Of Ten Cents Per Seat Under New Rule

Payment of the license fee of ten cents per seat will be insisted upon by the American Society of Composers, Authors and Publishers, according to Silvio Hein, of the Society's Administrative committee. The only exceptions to be made will be in cases where exhibitors prove they cannot pay this amount.

Notices are being sent out to exhibitors all over the country that the present agreements below the ten-cent scale will not be renewed and new applications must be made for the use of copyrighted music. In most cases these rights start September 1.

The former practice generally has been to extend the copyright contracts from year to year, but it is stated the society's plan is to discontinue this arrangement in order to make the ten cent license effective, with concessions only in a few cases. It is stated that settlements of three and four cents have been made in the past in order to avoid lawsuits.

Federal Trade Commission To Launch Sweeping Probe Of all Phases of Industry

Washington.—Following the filing of complaints from many branches of the industry charging unfair trade practices, the Department of Justice has made known its intention of widening its scope of investigations of the motion picture industry, to include virtually every phase of the business. In addition to the sweeping investigation which will be immediately started, it was learned that renewed agitation for national censorship and a "blue law" for the District of Columbia would come before the next session of congress.

Following the Federal Trade Commission's order to prevent alleged unfair trade practices of the Paramount-Famous-Lasky Corporation, many reform elements have demanded consideration of the national censorship law. The business methods and habits of both exhibitors, distributors and producers and even individual stars will be placed under the official X-ray of the department, and particular scrutiny of several completed and contemplated mergers, in which unfair practices are charged, and also several alleged combinations of exhibitors, will be conducted, the department has announced.

Special agents have already been despatched to Hollywood and New York and other centers of the industry from whose reports Attorney General Sargent will base future action.

Several complaints have come to the department's attention from exhibitors, asserting certain combines of distributors to dictate prices and programs, while other charges have been filed from producers relating to several combinations of exhibitors who have joined hands to force their terms on the distributors.

Eddie Cline Back Again To Direct Sennett Girls

Eddie Cline, who directed the original Mack Sennett beauties in the days when the array included Gloria Swanson, Mabel Normand, Marie Prevost and Phillis Haver, has returned to make the new series of Sennett Girl Comedies for Pathe.

When Sennett concentrated his efforts on other comedy series, Cline found himself in demand as a director of feature comedies. He directed Buster Keaton, Jackie Coogan, Douglas MacLean and others.

Cline began his motion picture career in the Sennett organization as an actor—one of the widely popular "Keystone cops." Later, he became Sennett's assistant.

"U" Short Product Mgr. Says Shorts are Selling Better than Ever Before

Hal Hodes, Universal short product sales manager, who has just arrived back in New York after a seven weeks' trip through the middle west, reports that the short subject market is wide open with more shorts than ever, being set in by theatre owners. The starting up of several new short subject production units, the addition of short subjects to the program of two more big companies and the general discussion in the trade and trade papers of short product during the past year has acted to increase the demand for one and two-reel pictures to a surprising degree, he states.

The exhibitor is falling back on short product to build up his program, Hodes said. There is a strong agitation for less presentations and more pictures. Exhibitors are cutting out the ginger bread and lining up good short subjects for their houses.

"The added competition in the short product field has improved our business rather than hurt it," Hodes declared, "because the general talk, publicity and advertising of short product has re-established this form of film entertainment in the estimation of exhibitors who had turned towards vaudeville and presentations. I find that much more short product is being bought as a result. The market is wide-open."

First "Henry & Polly" Comedy To Be Released Sept. 18

Taylor Holmes and Leah Baird are the stars of "Henry and Polly Comedies," modern versions of the famous Mr. and Mrs. Sidney Drew domestic farces, which will be released by Pathe.

"Should A Mason Tell?" the first of these two-reel subjects is announced for release on September 18.

This new series is being produced by Gaiety Pictures, Inc., whose president, Amedee J. Van Buren, sponsored the two-reel Drew comedies that became classics of the cinema.

Montana In "Plumb Dumb"

"Bull" Montana appears as the ring opponent of "Poodles" Hanford in the Educational-Mermaid Comedy, "Plumb Dumb," in the prize fight sequence. The fistic encounter is one of the several hilarious spots of the comedy.

Producers Deny Wilson's Charges of Mediocrity

Frank Wilson's Statements in Regard to Present System of Production Stirs Indignation Of West Coast Executives.

When Frank R. Wilson, production financier and director of Wesco, presented his views on present day production in an interview with The Film Daily, he unconsciously set off a bombshell. West Coast producers immediately came to the front with the proclamation that pictures today are not mediocre as Mr. Wilson declared.

Mr. Wilson returned to New York recently after having spent some time observing conditions in the California studios, and the financier minces no words in declaring that things are not as they should be in the studios.

Some of the statements that brought fire are as follows:

"Mediocrity in pictures is driving people away from the box office and the sooner producers realize the fact the better it will be for all concerned.

"The tremendous amount of money invested in theatres must be protected by quality entertainment which is not being provided.

"Motion pictures are coming through a bottle and the neck is too small.

"Efforts of producers to annex all available talent has built up a wall around production, with producers drawing only from within, thus shutting out and discouraging new ideas which might provide the betterment in quality which now is lacking."

Quoting Mr. Wilson, by courtesy of Film Daily, we give some highlights of his interview:

"Production is the sore thumb of the industry," he declares, "made so by some of the fallacious policies now in force at the studios which have destroyed the community of interest so essential to quality production.

"Producers must realize that if the industry is to prosper, motion pictures must improve and they are not doing so," he continued. "I do not profess to know the cure. If I did, I most certainly should apply it.

"Producers have built up big studio organizations, which they feel can supply all their needs, production has been put on an assignment basis, instead of efforts being made to secure the best creative minds to carry out the work at hand.

"Because of this situation, producers are drawing only from within the production of pictures, thus building a wall around the studios which is shutting out and discouraging new ideas," he continued. "The producers feel that they have all the necessary cogs for a production machine. Thus, if a new idea is outlined, its sponsor is faced with the situation that the year's budget has been drawn up, the overhead figured in detail and the production schedule set at a definite number of pictures.

"To accept the new idea would mean the spreading of the overhead over 51 instead of 52 pictures, as the case might be, thus raising production costs," he points out. "Producers figure that their machinery must work at maximum speed, otherwise the portions of it idle represent a dead loss. They also are working on the presumption that their employes, regardless of whether or not the work is creative, always deliver a caliber of work which is equal to their best work.

"The 'conference table' system also is retarding progress. It is a case of 'too many cooks spoiling the broth' with producers feeling that if, for instance, one man can writ a brilliant story, the association of several other persons on the project would result in a betterment of quality in direct ratio to the number employed in its making. This idea is about as logical as the presumption that if H. G. Wells can write a story of certain literary excellence, he could write one three times better, if three other writers collaborated on the story with him."

"Production costs have mounted out of all proportion to revenue, he declared, without betterment of quality, because the proper esprit de corps is lacking at the studios.

"Perhaps independent production will help solve the problem," continued Mr. Wilson. "Surely, independent production offers more incentive for real effort. There seems to be a tendency to cut down on production and turn to the independents to supply product on a basis of individual merit for release through the big distributing companies.

"Remuneration for production workers ultimately must be on a basis determined by what they produce, which is a profit-sharing basis.

"New ideas are needed from the outside. It is time for producers to pull down the walls and invite the world in to help better pictures. Some agency must be provided to encourage independent production, providing the ideas so necessary to protect the terrific investments in theatres and the only way they can be protected is through quality entertainment."

The reaction to Wilson's assertions aroused objections in Hollywood and sharp criticisms to the financier's statements relative to mediocrity in pictures driving people away from the box office were issued by studio executives. What they say is quoted below in brief, by courtesy of Film Daily:

(Continued on Page 8)

Publix Books Tiffany Color Classics In Class A Houses

Officials of the Publix Theatre Circuit thought so well of "Memories", the first on schedule of the twenty-four Color Classics released by Tiffany Productions, that they immediately secured this short reel gem for a booking in the Paramount theatre, New York, for the week commencing August 6.

Later at the Tiffany home office word was received that "Memories" had been booked for the entire circuit of Publix Theatre Class A houses throughout the country.

This, with other circuit contracts coming for the Tiffany Color Classics, further tends to substantiate the claim that Tiffany shorts are among the most entertaining and well produced on the market.

The other Color Classics to follow "Memories" on the production schedule are: "King of Sports," "Love in the Jungle", "Scar Face", "The Man Who Married the Moon", "Footing the Bill", and "Me and My Pal."

"The Valley of the Giants" Bought For Sills

Richard A. Rowland, general manager and first vice-president of First National Pictures, Inc., has announced the purchase, as a vehicle for Milton Sills, the most famous of all Peter B. Kyne's novels, "The Valley of the Giants."

It is regarded as a certainty that this splendid story of the Big Tree district of California will afford the star one of the finest characterizations he has ever had.

Al Rockett, West Coast production chief, has assigned the production of the film to Wid Gunning, who has just completed "Hard-Boiled Haggerty," with the same star.

Much of the film will be made in the Big Trees of Sonoma or some other northern country of the state. It will be on an elaborate scale and a cast of the most excellent quality will be chosen to support the star.

U. Buys Story, "Fallen Angels"

The Arthur Somers Roche story entitled "Fallen Angels" which is now running serially in the Red Book Magazine has been purchased by the Universal Pictures Corporation for immediate production. Edward Laemmle has been assigned to direct this thrilling story of the underworld.

"Pieces of China" Is New Pathe Release

"Pieces of China," a six reel trip through the ancient Celestial Empire, is being released by Pathe. This production was made for the Oriental Pictures Co., of San Francisco, by Isaac O. Upham, an authority on China, who has made sixteen trips through that country.

Ten thousand miles of China's most fascinating scenery is shown in this picture, which takes one from San Francisco to Hong Kong and thence through the principal cities of this land now the scene of rebellion and warfare. The scenes swiftly change from pictures of entire families dwelling in tiny boats to the magnificent estates of the mandarins. The great wall of China is traversed for miles and miles of pictorial beauty.

Recommended by Nat. Board

The National Board of Review in its Photoplay Guide of Popular Entertainment Films, includes in its September list the following Paramount pictures: "We're All Gamblers" with Thomas Meighan; "Soft Cushions" with Douglas MacLean; "French Fried," a two-reel comedy; "Nevada," starring Gary Cooper; "Topsy Turvy" a Krazy Kat cartoon and "A Short Tail," one of the two-reel dramatic featurettes. "Soft Cushions" was starred as being of exceptional merit, and "A Short Tail" was likewise starred and recommended to the exceptional Photoplay Committee.

Producers Deny Wilson's Charges of Mediocrity

(Continued from Page 7)

JOSEPH SCHENCK—"It is easy enough for those not engaged in actual picture making to make positive statements, such as Mr. Wilson. They see pictures subjectively as those who would view a ball game from the sidelines.

"I believe quite emphatically that pictures are at the peak of their artistic worth."

B. P. SCHULBERG—"There never has been so little mediocrity as at present in the entire industry, or so little tolerance shown by executives for mediocrity or the conditions which bring it about."

JACK WARNER—Pictures are improving in quality every day; believing in new ideas, the company has elevated from the ranks of its organization 20 directors and ten writers and always is on the outlook for new faces."

Cast For "Stop That Man"

Word has been received that Nat Ross has completed the casting of "Stop That Man," the George V. Hobart story to be released by Universal. In addition to Barbara Kent, who is the featured player, the following will appear also in the production, Eddie Gribbon, Walter McGrail, George Siegmann, Joe Girard and Warner Richmond.

Has the Industry Forgotten Pictures

(Continued From Page 6)

interested in who owned or made it as in its quality and serviceable phases.

Of course we have a lot of good looking people in the Motion Picture business and we do sell some personality. But personality is secondary to quality in production. Both can go and should go together, but dependence on personality or past reputation alone simply spells failure. The picture must be "The Thing" in Motion Picture theatres, secondary to nothing else whether it be personality, presentations or any other elements.

No matter how we view it, present practice from a Motion Picture production and exhibition standpoint is fundamentally unsound. Some of the bigger theatres are following this plan however, and seemingly unable to make even their own pictures pay, reach out in semi-frantic fashion for artificial stimulants.

Vaudeville, presentations, concert elements and all of those things are excellent in theatres dedicated to those purposes where the motion picture is incidental and only a minor part of the program. But in Motion Picture theatres we should sell the picture to the public and resort only to those stage aids when absolutely necessary and not rush into this line of procedure just because some other theatre owner is doing it and none making a fair effort to properly exploit the picture.

The Motion Picture Theatre Owners of America have in process of formation a comprehensive program nation-wide in character which will prove a powerful aid to theatre owners in intelligently and effectively marketing the picture and entirely satisfying the public. As it is now, many are attracted to theatres through the prominence given to presentations and side issues, who find these elements dull without interest as compared to the picture on the program which received little or no exploitation.

More definite announcements along this line will be made in the near future.

N-E-W-S B-R-I-E-F-S

There are rumors afloat that Harold Lloyd may make his next feature comedy in Europe. He is in New York making preparations for his next comedies, scenes of which will be made in the crowded streets of the big city.

X-ray motion pictures have been worked successfully in London. Experiments by an Oxford professor, who took x-ray pictures of the human body, show the heart beating, joints in action, and movements of the ribs in process of breathing.

Owing to the fact that the Publix houses have sufficient help along managerial lines, the Publix Theatre Managers Training School will not have a fall session. The need for man power can be met by the graduates of the last three sessions.

Ben Lyon, First National star, will appear in a foreign film at a salary said to be the highest ever paid an American player in Europe. according to the actor's mother who returned from abroad last week. He will appear in "Dancing Vienna" as the leading male star opposite Lya Mara. The picture will be made by the Deutches Film Producing Union of Vienna.

Economy is being practiced more extensively than we realized. Charlie Chaplin was discovered in a Woolworth's 5 and 10 store in New York last week buying some handkerchiefs.

James Oliver Curwood, author of many of the screen's best out-door stories, died last Saturday after a short illness.

Will Rogers has been fired from his job as mayor of Beverly Hills, Calif. Under a state law Beverly Hills became a city of the sixth class, thereby making the president of the board of trustees the mayor.

There are 51,056 motion picture theatres in the world, according to a recent census. This number is divided into countries as follows: United States, 20,500; Europe, 19, 773; Canada, 2,000; Far East, 3,692; Latin-America, 1,932; Africa, 490; Near East, 69.

Lon Chaney will enter into the classics again when he starts work on "The Wandering Jew," Eugene Sue's world famous story. The book, itself, is said to be the world's longest novel, but the M-G-M scenario department will cut it down to a reasonable length. The story has been translated into almost every known language.

Paramount will enter the publicity program by means of the radio beginning September 18. The company will broadcast through 15 stations affiliated with the Columbia Broadcasting System. The new chain will operate four nights and three afternoons each week.

Karl Dane and George K. Arthur will be mated again in "Baby Mine," a famous stage farce. The stars of "Rookies," following "Baby Mine" will appear in "Olga From the Volga."

Advance reports on newsreels show that 16,000 theatres will play newsreels during the 1927-28 season. This is the minimum number. Last season the newsreel was shown in about 15,800 houses, but the total was swelled by the interest in the trans-Atlantic flights.

Professor Gordon Hall Gerould, of Princeton University, who is giving summer lectures at the University of California, says pictures are gradually taking the place of stage plays. He gives the reason as being the large number of pictures in comparison to stage offerings and the large salaries draw the notable stage actors to the silent drama.

Who says that motion pictures are not delving into the finest of the world's literature? Henry Otto will begin work soon on Milton's "Paridise Lost."

The distributor of a film called "Is Your Daughter Safe?" a so-called "medical" film, has withdrawn his advertisement which says: "Approved by the Hays Organization." Hays never endorsed it. The picture was barred in Houston, Tex.

Despite the poor start it got, Vocafilm isn't "cold." Another try will be inaugurated soon as additional funds have been acquired.

Sam Katz, head of the Publix chain, has sent letters to the heads of 25 theatre circuits asking them to meet with him in a conference to discuss ways and means of cutting theatre overhead and operation.

"Now We're in Dutch" has been selected for the final title of the Wallace Beery film which has been working under the title of "The Big Sneeze." Raymond Hatton is teamed again with Beery.

Max Reinhardt, Europe's master of the stage, has surrendered at last to the screen. He will begin work on his first screen effort in America for United Artists in December.

Mack Sennett will erect the first studio in Studio City, the new center of the film industry near Los Angeles. Sennett has used his present studio for 15 years. His stages have been the starting place for many of the biggest stars on the screen.

"Camille," Norma Talmadge's latest for First National, will be shown over the entire Publix circuit, according to an agreement reached last week between First National and Publix. By the terms of the deal, Publix will begin the showing of the picture early in September.

Universal plans to open six new Class A theatres within a period of six weeks beginning August 25. The theatres are in Kenosha, Wis., Indianapolis, Ind., Revere, Mass., Cleveland, Ohio, New York City, and Brooklyn.

"I'll Tell the World" is the title for Colleen Moore's next production for First National. It is an adaptation of the stage play. Miss Moore's succeeding film will be "Lilac Time."

"What Price Glory," under the title of "Rivals" opened last week in Berlin. It won popular favor. The German prisoner scene was not inserted in the German version. The same picture is being played in France under the title of "The Price of Glory." The reason for the change in titles is due to the inability of the French and German languages to give a direct translation to the American title. The picture is considered good anti-war propaganda.

PICTURE NEWS *Told in Pictures*

Johan Crawford, Metro-Goldwyn-Mayer star proudly exhibits her anklets. Miss Crawford has just completed "Twelve Miles Out." Her next production is "Spring Fever," n which she plays opposite William Haines.

Anna May Wong, Pathe Star, in Hal Roach comedies.

Greta Garbo, who will soon be seen in "Love," Metro - Goldwyn - Mayer's adaptation of Tolstoy's "Anna Karenina." John Gilbert is co-starred with her in this production, while Edmund Goulding is directing.

Big Boy of the "Big Boy" Juvenile Comedy troupe, is an ardent and earnest young musician, and devotes hours daily to the mastery of the harmonica.

Booth Bros. Improving Nebraska City Theatres; Modern Stage At Empress

The three theatres at Nebraska City, owned by Booth Brothers are undergoing extensive alterations and improvements, according to Wesley Booth who was in Omaha last week.

The Paramount Theatre, which is an exclusive picture house, is to have a Spanish front with a tile roof. New storm doors are also added. Music in the Paramount is furnished by a $10,000 Hilgren-Lane organ.

At the Empress Theatre the building has been extended to the alley to make room for a large modern stage with fly room. When completed it will be equipped for vaudeville or stock shows. At the present it is planned to use the Empress for pictures and tabloid shows. A five piece orchestra is used in this house.

The Overland Theatre is being repainted, recarpeted and will have a new stage set and new draperies. In this house the Booth Brothers plan to have pictures and bigger vaudeville acts as well as road shows. A ten piece orchestra furnishes the music at this house.

When the work is finished on their houses, Booth Brothers wll have three modern theatres in Nebraska City with a total seating capacity of over 1800 seats. They are spending over $15,000 in their remodeling program, and the work is being done by James Welch, contractor. Plans for the changes were handled by Chas. Steinbaugh, Omaha architect.

Ledoux Sells Out

Wilfrid Ledoux has sold his interest in the New Empress Theatre Co., to the World Realty Co. of Omaha. This arrangement will now enable the World Realty Company to proceed as soon as they desire in the erecting of their new Omaha theatre at 16th and Douglas streets in this city. The lease on the Empress, in which Mr. Ledoux was formerly interested, was to expire early in 1928.

Considerable work has already been done on the plans for the new Omaha theatre, but before actual work can be started it will be necessary to tear down the Bushman Block as well as the Empress to make room for the new building.

Clayton T. Lynch, former manager for Metro-Goldwyn-Mayer in Omaha has many friends in and around Omaha who will be glad to learn that "Clayt" has been elected president of the St. Louis Film Board of Trade. Mannie Gotleib, former Universal manager at Des Moines was elected vice-president.

Harold Lloyd Takes Scenes In Omaha For New Picture

Harold Lloyd and a company of 35 persons arrived in Omaha last Tuesday night and stopped off for the purpose of making several shots for his forthcoming picture.

Lloyd is a native of Burchard, Nebr., and until leaving for the West Coast to enter the movies, he lived in Omaha. This was his first visit to the scenes of his boyhood since he became famous. He will also take his party on to Burchard where several more shots will be made.

William Danziger, his advance representative, who has been in Omaha for several days said, "Harold has always had a warm sopt in his heart for Burchard and Omaha, and some of the shots which were made here are for his private gallery, to remind him of his boyhood, others will be used in the forthcoming picture which has not yet been titled."

As a young man Lloyd held several clerical positions here, and at one time piloted an elevator. He was appearing in small parts with a stock company at the old Burwood Theatre which has since been torn down, when he decided to enter the movies. He was encouraged in this venture by Frank Bacon, later author and star of "Lightning," at that time a member of the old stock company.

Lloyd now owns his own producing company, and is considered as one of the "big ten" in movie circles.

His company left yesterday for New York where most of the shots for the forthcoming picture will be made.

Included in the party were his wife, formerly Mildred Davis, and their son Lloyd, jr., 3.

Iowan Doubles For Denny In "Fast and Furious"

Casto (Happy) Stelck, a Cushing, Iowa boy, has recently popped into the movies, not in the leading roles, but he has doubled for Reginald Denny in his newest picture, "Fast and Furious." In all the daring auto races Stelck was used instead of Denny and is taking the chances just to furnish the moving picture patrons with thrills. Casto is the only son of Mr. and Mrs. P. E. Stelcck of Cushing.

New House For Cedar Rapids

The new theatre at Cedar Rapids, Ia., which will be ready for opening about Sept. 1, is to be a 2,000 seat house. It will be the biggest theatre in eastern Iowa and one of the finest in the state. Baird and Monroe are partners in this house.

Movie Age Golf Tourney Nearing; All Contestants Should Make Entries Now

In less than a month the fourth annual Movie Age Golf Tournament will be a thing of the past as the dates set for the meet are September 12 and 13.

Only a few weeks remain for the many golfing exhibitors of Nebraska and Iowa to get their entries in. Sherman Fitch, branch manager of the Omaha F B O offices is chairman of the committee and all entries should be mailed or handed to him at the very earliest moment. It is important that all who wish to play on the above dates get their entry in NOW. Every one who has ever taken part in a tournament realizes there is a lot of detail in making final arrangements, and by waiting till the last minute before making your entry will make it very hard for the committee to perfect their plans.

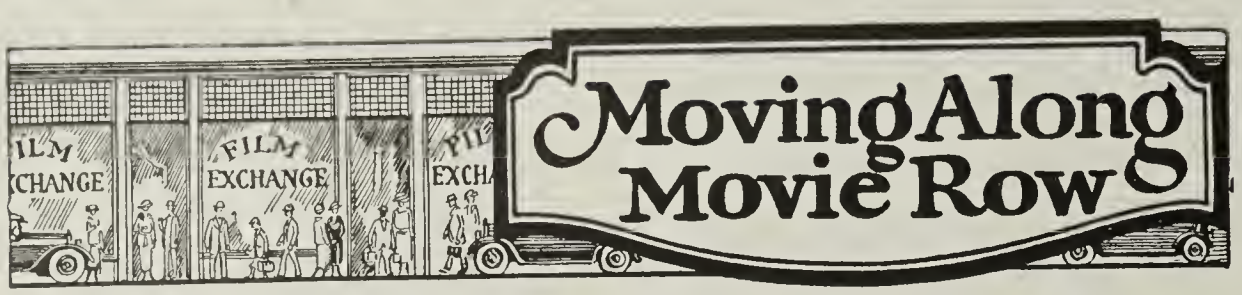
There will be a lot of valuable and useful prizes this year, and even without the prizes the committee guarantees that every player will get more than his money's worth of fun. The tournament will be handled very much the same as last year—a qualifying round for the purpose of placing the players in flights, and then three rounds of match play to decide the winner of each flight. More details about the prizes and plans will be published in Movie Age soon, but don't wait for them before getting your entry in. DO IT NOW. Use the entry blank appearing elsewhere in this isssue.

Films of Cantril Event

H. E. Thoensen, manager of the business office of the Parrot Films Company, visited southeastern Iowa this week to picture some events of historical nature. The town of Cantril, Iowa, celebrating with a fifty year Jubilee, held a revival of historical events of the town, played the games played fifty years ago and dressed in the costumes of that day. Men and women from all over the nation were present at this celebration and Governor Hammill and Mr. Harlan of the state historical department, were among those who journeyed to Cantril for the event.

Thoensen, who started his career in the film trade as a cameraman for the film news weeklies in Chicago, is filming a number of interesting events every week as staff cameraman for the PUBLIX-A. H. Blank staff.

The Thelma theatre at Allen, Nebraska, which has been closed for the summer has reopened.



Mr. Ralph Falkinburg owner of the Majestic Theatre at Lexington, Nebr., has bought the Rialto at Cozad, Nebr., and took possession of the newly acquired house last Monday, August 15. Walter J. Hagadone will manage the Cozad house.

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W. C. Brimmer, manager of the Ohama First National office together with his wife leave tomorrow August 21 for Norfolk, Va., where they will spend their vacation. The parents of both Mr. and Mrs. Brimmer live in Norfolk and it has been the yearly custom of the Brimmers to go there for their vacation.

* * *

Henry Friedel, booker in the Omaha office for Metro-Goldwyn-Mayer was seen last Saturday night wandering about the streets with a "far away look in his eyes." We couldn't fgure out what was wrong with the boy, but later learned that his wife was spending the week end in Kansas City. That's right Henry, you don't miss 'em 'till they're gone.

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George Adams of the Tabor Theatre at Tabor, Iowa is spending his vacation at Spirit Lake, Iowa.

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Herman Booth is the new salesman for Metro-Goldwyn-Mayer out of Omaha.

* * *

Percy Doe of the Electric Theatre at Arcadia, Nebr., was in Omaha on business the first part of last week.

* * *

Nick Paper, new owner of the Sun Theatre at Lincoln, Nebr., was in Omaha last week arranging bookings.

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Miss Hazel Anderson and Mrs. Fred Thortson are spending a two weeks vacation in the Colorado mountains.

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Emiel Grosse of the Gem Theatre at Beemer, Nebr., was seen along Movie Row last week.

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The Community Theatre at Platte, South Dakota which was operated by Harry M. Anderson has been leased to another party. We have not yet learned who the new operator is.

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Ed Awe of the Palace Theatre at Sioux City, Iowa and J. C. Kennedy of the Empress at Akron, Iowa were visitors in Omaha the middle of last week.

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Mrs. W. H. Mason of the Empress at Malvern, Iowa and Mrs. W. W. Hockenberry of the Liberty at Oakland, Iowa were in Omaha the early part of last week to arrange bookings for their theatres.

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One of the Seff brothers of the Radio Theatre at Correctionville, Iowa, was in Omaha last week.

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Among other exhibitors seen along Film Row during the past few days are "Skinny" Ebersole of the Majestic, at Avoca, Iowa; Jerry Brown of the Phoenix at Neola, Iowa; F. W. Denny of the Community at Daykin, Nebr; Andy Moore of the Parmalee at Plattsmouth, Nebr.; and Mr. Moore the new owner of the Strand at Orleans, Nebr.

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The Liberty theatre at Weeping Water, Nebraska, is reported as being closed temporarily.

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The old Opera House at Sidney, Iowa, which has been used lately as a picture house is being torn down.

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The Royal theatre at Sioux City, Iowa was reported as closed a few weeks ago, but word comes to us that such is not the case.

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Pictures are again being shown in the Garner Hall at Camanche, Iowa.

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The Liberty theatre at Pleasanton, Nebraska, closed its doors the first of August and will remain dark until October 1st. During this time the management will have ample time to do whatever repair work that might be necessary.

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The Ray theatre at Miller, Nebraska, is reported as closed part time.

* * *

The Isis theatre at Arnold, Nebraska, has been closed temporarily, and will reopen as soon as the hot weather is over.

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The Mason's theatre at Modale, Iowa; the Legion theatre at Ledora, Iowa; the North theatre at Columbus, Nebr., the Empress theatre at Rowan, Iowa; the Legion theatre at Hull, Iowa, and the Williams theatre at Pickrell, Nebraska, are reported as being closed. Some of these houses will reopen as soon as the hot weather is over, and others are undergoing repairs.

* * *

W. H. Dixson has sold the Rex theatre at Brunswick, Nebraska to G. E. Ferrell.

* * *

Howard Bell has sold the Bell theatre at Cantril, Iowa. We have been unable to learn the name of the new owner.

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Report comes to Movie Age that Stern Brothers have bought the Strand theatre at Fort Dodge, Iowa, from J. B. Julius.

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Nelson & Carr are the new owners of the Star theatre at Gowrie, Iowa, having bought the house from Theo. Larson.

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May Ellen Gipple has sold the Majestic theatre at Letts, Iowa, to Ed Schroeder.

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Edwin Schroeder is the new owner of the Midway theatre at Montpelier, Ia.

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Fred Dykeman has sold the Speedway theatre at Springfield, So. Dak., to C. E. Henderson.

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McDonald & Davis, who have been operating the Star theatre at Exline, Iowa, for the past several years, have sold their interests to B. C. Withrow.

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C. H. Olderog has purchased the Springfield theatre at Springfield, Nebraska, from W. E. Dyer.

* * *

Fred Ketchner has sold the Empress theatre at Albert City, Iowa, to the American Legion.

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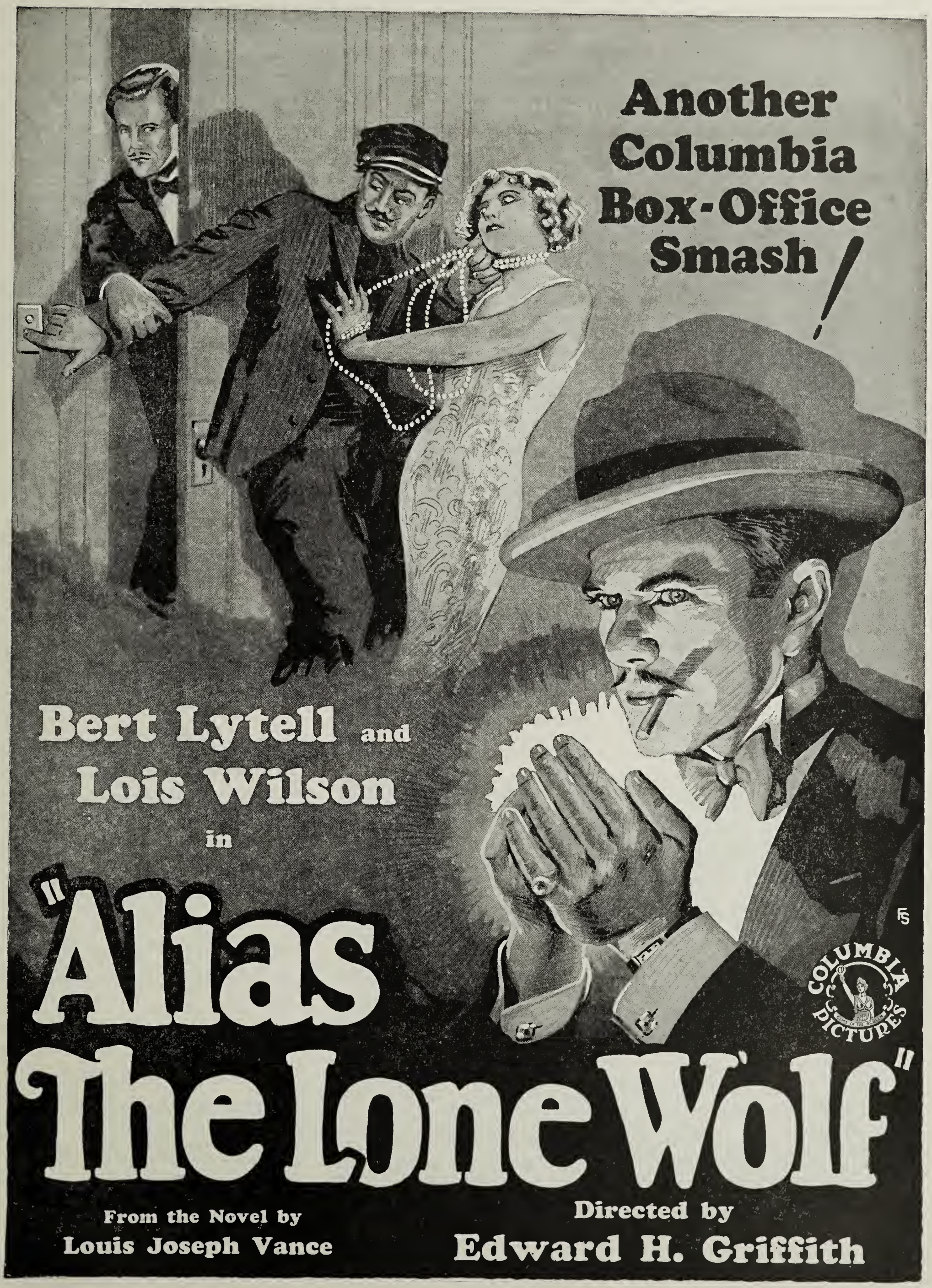
The Casino Theatre at Richmond, Iowa, which had been owned by Father Schaefer was bought by Rev. Mr. Stahl.

J. J. Robertson has bought the Star Theatre at Farnhamville, Iowa, from C. H. Worsely.

Wesselman Buys Strand Bldg. and Equipment in Nebr.

Pierce, Neb.—Eric Wesselmann has purchased the Strand theatre building from Ernest Peters. Mr. Wesselmann also purchased the fixtures from Joe Douglas, and after remodeling the theatre, will be in charge of operations.

Spencer, Nebr.—John W. Blair purchased the Moon theatre building not long ago, and has now purchased the equipment from C. Gehlson. Mr. Blair will make a few improvements and redecorate the interior, taking possession September 1.


Another
Columbia
Box-Office
Smash!
Bert Lytell and
Lois Wilson
in
"Alias
The Lone Wolf"
From the Novel by
Louis Joseph Vance
Directed by
Edward H. Griffith
COLUMBIA
PICTURES

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING AUGUST 13

RIALTO

Land Beyond the Law, Ken Maynard.
Distributed by First National.
BUSINESS: Fair.
AUDIENCE REACTION: Very pleasing.
HIGHLIGHTS: Typical Western; more that the average western; does some of his finest riding; horse almost human.
SUMMARY: Will please any audience which likes out door pictures.
ENTERTAINMENT MERITS: 80 per cent.

MOON

Hills of Peril, Buck Jones.
Distributed by Fox.
BUSINESS: Fair.
AUDIENCE REACTION: Liked it very much.
HIGHLIGHTS: Largely the riding of Buck Jones and capture of wild horse. Plenty of good comedy by Jones.
SUMMARY: Buck Jones getting to be a better drawing card every day.
ENTERTAINMENT MERITS: 80 per cent.

RIVIERA

Camille, Norma Talmadge.
Distributed by First National.
BUSINESS: Excellent.
AUDIENCE REACTION: Pleased everyone.
ENTERTAINMENT MERITS: 95 per cent.

SUN

Heaven and Earth—Metro-Goldwyn.
Alaskan Adventures—Pathe.
BUSINESS: Very good.
AUDIENCE REACTION: Everyone went out talking about show.
HIGHLIGHTS: Heaven on Earth—Gyphy story and war scenes; Alaskan Adventures—Beautiful scenic with hunting and fishing. Very interesting.
SUMMARY: Alaskan Adventures was outstanding and many came to see it a second time.
ENTERTAINMENT MERITS: 80 per cent for Heaven on Earth; 100 per cent for Alaskan Adventures.

WORLD

Monkey Talks.
Distributed by Fox.
BUSINESS: Excellent.
AUDIENCE REACTION: Very good because it was different.
HIGHLIGHTS: Acting of Jacques Learner as the fake monkey was very clever.
THEME: A circus performance love story; man disguised as a monkey and falls in love with a girl performer.
SUMMARY: A gripping picture because of its oddity.
ENTERTAINMENT MERITS: 90 per cent.

AT DES MOINES THEATRES WEEK ENDING AUGUST 13.

DES MOINES

Metropolis.
Distributed by Paramount.
BUSINESS: Unusually good, a surprise success.
HIGHLIGHTS: Photography is spectacular.
SUMMARY: The type of picture which takes every so often.
ENTERTAINMENT MERITS: 90 per cent.

CAPITOL

Service for Ladies, Adolph Menjou.
Distributed by Paramount.
BUSINESS: Good.
AUDIENCE REACTION: Considered this pleasing.
HIGHLIGHTS: The ice carnival; cafe scenes; dining car sequence.
THEME: A head waiter in a Paris cafe falls in love with a wealthy American guest, follows her to a winter resort, and wins her love although she does not know his profession.
SUMMARY: One of Menjou's best. Good for all houses.
ENTERTAINMENT MERITS: 90 per cent.

ORPHEUM

His Dog, Joseph Schildkraut.
Distributed by Pathe-De Mille.
BUSINESS: Good.
AUDIENCE REACTION: Seemed to like it.
HIGHLIGHTS: Rescue of girl by the dog.
THEME: A social outcast living alone on a farm is changed through the friendship of a Collie dog.
SUMMARY: Has general appeal. Dog lovers will like it, especially.
ENTERTAINMENT MERITS: 90 per cent.

STRAND

Fourth Commandment, Belle Bennett.
Distributed by Universal.
BUSINESS: Good.
AUDIENCE REACTION: Found it sad in spots, but seemed to give general satisfaction.
HIGHLIGHTS: A storm, quarrel between mother-in-law and wife.
THEME: Domestic drama in which the husband's mother and the wife do not get along; with the final victory on the part of the mother-in-law.
SUMMARY: Good for most houses.
ENTERTAINMENT MERITS: 85 per cent.

CURRENT RELEASES

EDUCATIONAL

Poor Fish, Bruce Scenic, 1 reel.
The Non-Stop Fright, Felix the Cat, 1 reel.
Plumb Dumb, Mermaid Comedy, 2 reels.
Kinograms, 2 issues.

F B O

The Coward, Gold Bond Feature, 7 reels.
Not For Publication, Ralph Ince, 7 reels.
The Last Nose of Summer, No. 3, Witwer Beauty Parlor series, 2 reels.

FIRST NATIONAL

Hard Boiled Haggerty, Milton Sills, 8 reels.

FOX

Singed, Blanche Sweet, 6 reels.
Tumbling River, Tom Mix, 5 reels.
The Salmon Run, 1 reel.

LIBERTY

Peggy in a Pinch, Juvenile Comedy, 2 reels.
God Made the Day For Me, Poetic Jewel, Guest Poem, 1 reel.

METRO-GOLDWYN

Adam and Evil, Lew Cody, Aileen Pringle, 7 reels.
After Midnight, Norma Shearer, Lawrence Gray, 7 reels.

PARAMOUNT

Running Wild, W. C. Fields, Mary Brian, 7 reels.
Row, Sailor, Row, Dooley Comedy, 2 reels.
Koko Plays Pool, Ink Well Imps, 1 reel.
Aero Nuts, Krazy Kat, 1 reel.
Paramount News, 2 reels.

PATHE

Hawk of the Hills, (serial) No. 1, "The Outlaw," 2 reels.

Pathe Review, 1 reel.
Topics of the Day, 1 reel.
Pathe News Reel, 2 issues.
Love's Languid Lure, Ben Turpin Comedy, 2 reels.
With Love and Hisses, Roach Star Comedy, 2 reels.
Hook, Line and Sinker, Aesops Fables, 1 reel.
Border Blackbirds, Leo Maloney, 6 reels.
The Country Doctor, Joseph Schildkraut, 7 reels.

SECURITY

Aroma of the South Sea, Mutt and Jeff Cartoon, 1 reel.
The Puppy Express, Bray Cartoon, 1 reel.
McDougal Alley, Yankee Doodle comedy, 2 reels.

TIFFANY

Enchanted Island, Henry B. Wathall, 7 reels.

WARNER BROTHERS

The Desired Woman, Irene Rich, 7 reels.

UNIVERSAL

A Run for his Money, Blue Bird comedy, 1 reel.
Please Don't, Stern Bros. Comedy, 2 reels.
The Man Tamer, Edwin Cobb, (western), 2 reels.
Blake of Scotland Yard, (serial), Episode 2, "The Spiders Web," 2 reels.
International News, 2 reels.

Brown Joins "Hole-In-One" Club At Harlan

Ray Brown, of the Lyric Theatre at Harlan, Iowa, has qualified for the exclusive "hole in one" club, and since the perfect shot can hardly get his mind on the show business. Ray has always been considered a very good golfer, and since he is able to sink his tee shots, we don't think there is any question about his ability. By the way, Ray says he will be on hand for the Movie Age tournament Monday and Tuesday, September 12 and 13, but has promised that he will not try to make a "hole in one" then.

Projection Machines
OVERHAULED and REPAIRED
Expert Repair Service for Twenty Years
C. E. JONES, Machinist
Service Theatre Supply Company
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Five Years Ago

—Taken from the files of MOVIE AGE, September 1, 1922. MOVIE AGE welcomes the contribution of "Five Years Ago" items from any of its readers.

"Benjamin-Calvert Month", honoring the officials of the Omaha F. B. O. exchange, was put over with a flock of play dates that impressed the editor to confess no knowledge of a business drive of equal success in the annals of Omaha filmdom.

Universal's House Peters' special, "The Storm" did a wonderful business in Des Moines this week.

Steve O'Brien, manager of the Omaha Select office, announced a showing of the piece, "Love is an Awful Thing."—A great exploitation gag with the feminist group.

The Omaha Goldwyn office won first place in the July drive for play dates. Roses to Messrs. Reingold, Friedberg, Singleton, Sanders and Lynch.

Blaine Cook purchased the Gilbert theatre at Beatrice, Neb, from George Munroe.

Two Omaha Organists Soon To Leave For Other Cities

Louis A. Webb, who presides at the console at the Rialto Theatre, is expecting a transfer to a Publix house in some other city before the first of the month, and Alberta Buck the charming organist at the Moon Theatre will leave the first of the week for Kansas City where she will become chief organist at the Pantages house there.

We might add that Arthur Hays, World Theatre organist recently received a flattering offer from Nathaniel Finston of the Publix theatres to accept the console in the new Loew Theatre to be opened in Pittsburgh.

By a strange coincidence, the big organ which will be installed in the Pittsburgh theatre was built on the Pacific coast and was given its first test at the factory by one of Hays' pupils, Edward Butler of Council Bluffs, who is now playing at the Riviera Theatre at Avalon, Calif.

Mr. Hays did not accept the Pittsburgh offer, although his contract at the World expires the first of September and must be renewed if he stays here for another year.

Hartington, Nebr.—M. T. Bingham of Hartington has announced that he has leased the motion picture house at Crofton and will take possession on September 1.

Barney Hellem, Mack Sennett comedy player, in Pathe Comedies

Des Moines Film Board Picnic and Get-Together Will Be August 22 and 23

The Des Moines Film Board of Trade picnic and get-together is scheduled for August 22 and 23. Miss Lytell, secretary of the board, says that at the next meeting the final plans for the party will be made.

It is possible that the baseball game which was announced to be played off between the Des Moines exchange and the representatives of the Omaha offices may be called off. There has been some difficulty in lining up the team and while there are a few who are real stars, there has been difficulty in getting the complete lineup. Jimmy Shay of the F B O office has been making efforts toward lining up the Des Moines team.

Bill Eddy Adds Peerless Lamps At Indianola House

Bill Eddy of the Empress Theatre at Indianola is adding Peerless lamp equipment to his theatre since the changing of the current at Indianola from DC to AC. He will make an outlay of about $1000 in making this change. He is buying his new equipment through the Des Moines office of the National Theatre Supply Company.

THEATRE CHANGES

Mr. Stewart, manager of the Cee-Bee Theatre at Manson, Iowa, has added $2,000 in new equipment to his theatre. Two new projectors and a generator set are included in the new machinery.

The Rialto Theatre at Bode, Iowa, recently changed hands. K. C. Will, the new owner, bought from W. B. Frank.

The Grand Theatre at Cedar Rapids, which was owned by W. Waybill, has been sold to Jess Curtis, who has been an exhibitor in Iowa for a number of years.

The Diagonal Theatre at Diagonal has again changed hands. Robert Johnston, the new owner, bought from Robert Bailey.

C. C. Twisleton has sold the Empress Theatre at Chelsea, Iowa, to F. A. Costa.

BRIGHT BITS *and* NEWSY NOTES

John Clark, from the home office of Famous Players, has been at the Des Moines exchange the last week. Mr. Clark is divisional sales manager.

* * *

Youngclass and Latta, who recently became partners in the Roxy theatre at Perry were on Film Raw reporting a successful program under way at this new house.

* * *

The complete booth equipment for the Rialto Theatre at Boone was repaired by the efficient staff of the National Theatre Supply office. The Rialto is one of the A. H. Blank houses.

* * *

Bill Curry of the booking department of Famous Players, has been on his vacation. He has been enjoying a little golf while at leisure.

* * *

Youngclass and Latta of the Roxy Theatre at Perry, Iowa, invested about $110 last week in new equipment from the National Theatre Supply office for stepping up their projection. They report a big improvement since the new machinery has been added.

* * *

The Opera House at Denison is open again after having been closed for a week for repairs and redecoration.

* * *

The Rialto Theatre at Clinton, one of the A. H. Blank houses, has been newly equipped with a lobby display board. The National Theatre Supply Company made the sale.

* * *

A number of changes have been made in the Empress Theatre at Cherokee, Iowa. This house is owned by Max Drefke. He laid a new floor in the theatre, installed new seats, made some changes in the front of the theatre and added new lighting effects. The walls of the theatre have also been redecorated. The Empress has just reopened agan after being closed for these changes.

W. E. Truog, district manager for Universal, called at the Des Moines exchange.

* * *

Marjorie Strom, scenario writer for Parrot Films Company, is on her vacation. She is touring the Great Lakes.

* * *

Dorothy Day, of the publicity staff of the A. H. Blank organization, was on a four days vacation absence last week.

* * *

Herb Grove, manager of the Des Moines theatre at Des Moines, has found very popular his Iowa news reels which are added to the regular news reels each week. He has caught some of the most interesting events of recent months, the national convention of the Rainbow Veterans here, the landing of the Standard Oil airplane, the encampment of the C. M. T. C., etc. This is one of the few theatres where pictures of special local interest may be seen.

* * *

Jess Day, manager of the Strand Theatre at Des Moines, has returned to his post and will take over the management of the Palace and the Garden theatres also during the absence of Mr. Shroedt, who has the management of these two houses for A. H. Blank.

* * *

M. L. Dixon, who has the Temple Theatre at Mt. Pleasant, is now touring Europe. He left the first of August and will be back about October 1.

* * *

Mr. Lacey, who within the last month acquired ownership of the theatre at Oneida, was in Film Row buying pictures this week.

* * *

M. Scharf, auditor from the New York office of Universal, has been at the Des Moines exchange for several weeks.

* * *

Eloise Bolton, who is a member of the stenographic staff of Metro-Goldwyn-Mayer, is entered in the contest which will select the "Miss Iowa" to represent the "cornfed" at Atlantic City.

* * *

R. A. O'Brien, assistant manager and booker of the Fox exchange, is away for two weeks enjoying a respite from hard labor.

Get Ready Now

FOR THE

Big Golf Tournament

OMAHA, Sept. 12-13

Entry Fee $5.00

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Lots of Valuable Prizes

ENTRY BLANK

Please enter me in your FIFTH ANNUAL Golf Tournament to be held in Omaha Sept. 12th and 13th

Name _____

Name of Theatre or Exchange _____

Address _____

First round all players will play as qualifying round, after which players will be divided into groups of eight to a flight for the finals - - - Everyone will have an equal chance at the prizes in each flight. You'll get your money's worth.

Entry Fee of $5.00 Must Accompany This Blank

PICTURE NEWS *Told in Pictures*

Gertrude Olmstead, who recently was seen in "Mr. Wu," is now in "Buttons," a Metro-Goldwyn - Mayer production, starring Jackie Coogan.

Scenes from "Don Mike," a story of the early days of California released by F B O.

Vera Steadman plays some old Spanish airs, which Frances Lee decides could use a lot of revising. Both girls are Educational-Christie Comedies' players.

Eleanor Boardman in a scene from "The Crowd," M-G-M production being directed by King Vidor.

A scene from "Melting Millions," a Pathe-serial starring Allene Ray and Walter Miller.

EQUIPMENT AND SUPPLIES

Re-Designed Powers H. I. Lamps Have Important Changes In Construction

The Power's High Intensity Lamp, originally known as the G. E. Lamp and manufactured by the General Electric company at its Schenectady plant, was later called the Power's High Intensity and manufactured in improved form by the Power's Division of the International Projector Corporation. It has now undergone extensive redesigning and a number of important improvements have been made.

The first lamps put out by Power's were installed in lamphouses originally designed for the ordinary arc and this created many annoying difficulties and limitations, but as now designed Power's High Intensity Lamp may be operated up to a maximum capacity with an absolute assurance of satisfaction.

The new lamphouse has been designed with ample allowance for the heavy duty lamp is called upon to perform and proper ventilation has received full consideration. The lamphouse is 26 inches long by 26 inches high by 15 inches wide over-all and the design of the upper section will be found to greatly facilitate rapid removal of gases and vapors from the burning arc.

The condenser mount is designed so that the condensers may be adjusted vertically and laterally so that accurate alignment may be obtained with the centre of the condensing lenses placed absolutely on the optical axis.

In former lamps the asbestos guide, acted as a guide for the positive carbon, but owing to the many connections throughout which the carbon passes before coming in contact with the positive contact shoes, it was found practically impossible at all times to get an accurate alignment of the positive carbon on the optical axis without leaving undue clearances. This often caused the carbon to travel eccentric. This feature has been discontinued and the guide for the positive carbon in the front assembly of the lamp is now formed in the front of the revolving carriage.

One of the most important features of the new construction is a new positive feed assembly. This new assembly is adjustable so that the rate of feed may be varied for different diameter carbons such as the 11 mm. or 13.6 mm. depending on the amperage used.

The negative assembly has been considerably re-enforced and a new carbon clamp of very rugged construction added, which eliminates the danger of bending this important part while tightening the negative carbon securely in the holder.

In the new lamp the backward and forward adjusting screw has been moved to the left almost 3 inches thereby leaving plenty of room for manipulation by the projectionist.

The adjusting screw of many threads per inch has been eliminated and an adjusting screw having but five threads per inch has taken its place.

Texas Organist Perfects A "Pipeless" Pipe Organ

Perfection of a "pipeless organ" is reported to have been made by R. K. Daniel, organist, of Austin, Tex. It is claimed that the Daniel model will produce all of the required tones without the present range of 66 pipes to each stop.

The "pipeless organ" is said to be based on the principle of a "magnifier" which conveys tones from each of the 66 pipes from each stop, thus doing away with the pipes of the ordinary organ. The mechanism provides that air from the chest shall be in constant motion through the pipes simultaneously, being released and "magnified" to make a full tone upon playing the proper key.

White pine wood of triple thickness is the material from which the "tone box" is made. This part of the mechanism, if the invention proves successful, will replace the six ranks of 66 pipes and permit the installation of 50 ranks within the box.

Initial experiments with the "pipeless organ" were interesting. One of these demonstrated that the trumpet stop, the loudest on the organ, under the new arrangement could not be heard within a distance of three feet while repressed in the tone box, although it poured forth the required volume when the "magnifier" was brought into play.

New Changeover Device Is Introduced To Meet Demand of Conditions

In 1921, L. D. Strong, a Chicago projectionist, worked out and placed on the market the first electrically controlled method of changeover from one projector to another. The Essanay Electric Manufacturing company was formed to make the product. Mr. Strong recently has perfected his DeLuxe Model device, which in every way meets the more advanced demands of the industry. A technical description follows:

It has a 5-inch opening, large enough to pass all light rays from the moving picture projectors, stereopticons and effect projectors, when the changeover unit is mounted over the port. The 5-inch aperture makes the DeLuxe suitable and efficient for use on all stereopticons, effect machines and moving picture projectors when mounted in position at the port openings, entirely removing the changeover units from the machines.

The 3-inch iris type shutters are operated by two heavy duty solenoids. The electricity is automatically cut off from the operating coil immediately after operation, so that it is impossible to burn out the coils. The operating switch may be pushed in and left there indefinitely without possibility of damage to the device or effect on the performance of it. It locks in both open and closed position and is absolutely fool proof. This model has been further improved by the addition of a terminal block and new type coils.

An improved type switch has also been perfected which will operate either model changeover and may be used either as a well or foot switch. Heavy phosphor bronze contacts are provided and the whole is enclosed in a heavy cast iron housing. An extra heavy plunger spring allows the operator to rest his foot on the plunger head while waiting for the changeover, without the possibility of making a premature contact. The switch box requires no machine drilling—it comes ready to lag to the floor in any position desired.

Watch this page every week

It will give you the important new developments in the equipment field and help you select the right equipment for your theatre.

The PICTURE GUIDE

Little Tips on New Pictures

The Tired Business Man

Distributed by Tiffany.
STAR: Raymond Hitchcock.
SUPPORT: Blanche Mehaffey.
TYPE: Farce comedy.
TIME: Present.
LOCALE: An American City.
LENGTH: 6 reels.

SYNOPSIS: Murphy and Riley, contractors, are trying to get Alderman McGinnis to sign a million dollar paving contract. Parties and sprees fail to get his signature. Swenson, contractor across the hall, gets McGinnis interested and actually gets him to join the firm. Murphy and Riley know that without the contract they are ruined. McGinnis takes one of the stenographers home with him so that he can dictate some letters. His wife arrives and they both hide in a clothes closet. The girl says unless he signs the contract right there she will scream. He signs. The contract is sent to another stenographer, the sweetheart of Riley's son, who fills in the name of Riley & Murphy on the contract instead of Swenson & Co. Riley and Murphy are saved.

HIGHLIGHTS: Scene at the paving job; a party at which the alderman is arrested; the return of the alderman's wife.

His Dog

Distributed by Pathe-De Mille.
STAR: Joseph Schildkraut.
SUPPORT: Julia Faye.
TYPE: Romantic drama.
TIME: Present.
LOCALE: A rural district.
LENGTH: 7 reels.

SYNOPSIS: Peter Olsen, a young social outcast, lives alone on a farm, getting drunk whenever he sells his vegtables. Dorcus, the daughter of a store keeper tries to save him. A dog with a broken leg catches Peter's pity and he takes him home and mends his leg. The dog "Chum" saves his life and influences Peter to stop drinking. The dog wins a prize at a show where the real owner recognizes his dog. Peter escapes with Chum. Dorcus refuses to marry Peter unless he gets rid of the dog. But after the dog saves the life of the girl's sister, her attitude changes and the three live happily ever after.

HIGHLIGHTS: Peter's fight with ruffians and the dog's rescue; the dog show; dog's rescue of the sister.

The Cat and the Canary.

Distributed by Universal.
STAR: Laura La Plante.
SUPPORT: Creighton Hale.
TYPE: Comedy mystery.
TIME: Present.
LOCALE: An old mansion in an American city.
LENGTH: 7 reels.

SYNOPSIS: When the relatives of the late Cyrus West arrive at the old house to hear the will, they are surprised to find that the documents had been read before their arrival. The entire fortune is left to a distant cousin, Annabelle West providing she is of a sound mind. Strange things begin to happen, a murder and the theft of a diamond necklace. Paul Jones, another relative, is in love with Annabelle and seeks to solve the mysteries. The mystery is solved when it is learned that a crooked relative has tried to break down Annabelle's mind so that the fortune will be reverted to him.

HIGHLIGHTS: Continual mystery angles and comedy.

The Blood Ship

Distributed by Columbia.
STAR: Hobart Bosworth.
SUPPORT: Jacqueline Logan.
TYPE: Sea romance.
TIME: In the '80s.
LOCALE: San Francisco and mid-Pacific.
LENGTH: 8 reels.

SYNOPSIS: Captain Swope's ship was known as the "blood ship" because of the methods by which Swope conducted affairs. While the ship is anchored at San Francisco, a man named Newman comes on board and gets a job. Young John Shreve, also enlists so he can be near Swope's supposed daughter, Mary. While at sea Swope recognizes Newman as the husband of the woman whom Swope had stolen years before. Mary is really Newman's daughter. Swope has Newman put in irons. The crew mutinies and Mary and Shreve help Newman to escape. Newman and Swope fight; Swope is killed; Mary and Newman are reunited, and the "blood ship" turns again toward home with everything peaceful on board.

HIGHLIGHTS: Sea scenes; the fight between Newman and Swope; romance between Shreve and Mary, and the shanghaiing of the crew.

Hula

Distributed by Paramount.
STAR: Clara Bow.
SUPPORT: Clive Brook.
TYPE: Hawaiian romance.
TIME: Present.
LOCALE: Hawaiian islands.
LENGTH: 7 reels.

SYNOPSIS: "Hula" Calhoun is the daughter of a plantation owner on one of the Hawaiian Islands. Anthony Haldane comes to the Calhoun plantation to construct a dam. It is love at first sight between the pair. A Mrs. Bane, tourist, tries to win Anthony, as does Hula. He shuns them both although later admitting his love to Hula, explaining that he has a wife who does not love him. Then Mrs. Haldane arrives with the intent of getting a divorce. When she learns that Anthony will be rich when the dam is completed she changes her plans. Hula has a man cause an explosion in the mountains and then tells Mrs. Haldane that the dam is blown up and Anthony is financially ruined. The wife leaves and Hula and Anthony are free to love.

HIGHLIGHTS: Blowing up of the dam; Clara Bow's dance; island scenery.

The Missing Link

Distributed by Warner Brothers.
STAR: Syd Chaplin.
SUPPORT: Ruth Hiatt.
TYPE: Farce Comedy.
TIME: Present.
LOCALE: Africa.
LENGTH: 7 reels.

SYNOPSIS: Arthur Wells, a timid poet who is afraid of animals, hides on Lord Dryden's yacht when he is frightened by a monkey. The yacht is bound for Africa to find the missing link. Dryden, a woman hater, gets Wells to pose as the hunter in order to avoid a welcome ceremony prepared by Beatrice, Col. Braden's daughter, upon the boat's arrival. Wells falls in love with Beatrice. A pet chimpanzee, Akka, is mistaken by Wells for the missing link. When the real missing link appears, Wells accidently captures it and wins praise from every one, as well as the heart of Beatrice.

HIGHLIGHTS: Capture of the missing link; Wells hiding on the yacht; playful attack by Akka.

SHORT SUBJECTS

Spice of the Box Office

Honeymoon Quicksteps

Universal—One Reel

STAR: Arthur Lake.

At the senator's dance Arthur is the groom in a mock marriage. His bride is Elsie, a grass widow gunning for a mate. After the ceremony the Negro butler who has acted as minister, informs them that they are sure enough married, as he is the pastor of the Colored Baptist church. Arthur is in love with Betty. The grass widow is determined to hold her fluke husband and follows him home, introducing herself to Arthur's family as his wife. His father is frantic. He threatens the widow in vain. She sticks.

The senator then comes on the run with the comforting news that the marriage is not legal because the couple had no license. Father grabs the fake bride and throws her rudely out of the house. But on the stoop she tickles his chin and Arthur has a new step-mother.

"Jane's Flirtation"

Universal—Two Reel

"What Happened to Jane" Series

Piqued at her fiance for keeping her waiting on the corner, Jane tells him that there are plenty of boys who'll treat her better. She flirts with the next man who comes along in a car and is picked up. George gives chase, demanding the return of his girl, but the stranger, who is a tough egg, crowds him off the street.

A seance is going on in the house. Jane and her new boy friend attend. Jane talks on the spirit phone and asks to see the image of the man she will marry. George, in the next room, hearing her, steps inside the curtain and poses. George runs, pursued by the tough. The tough runs into his fat wife's arms. Jane explains that the egg was trying to flirt with her. The wife beats him.

Memories

Tiffany—One Reel

This color art picture deals with memories brought back by old songs. It pictures an old couple reminiscing on their youth. Each song represents a different period in their lives, the scenes switching from the old swimming hole days up through the early days of the automobile and to the present. There is plenty of comedy in most of the sequences.

Monty of the Mounted

F B O—Two Reels

This is another of "The Beauty Shop" series. Al Cooke and Kit Guard supply the comedy of which there is plenty of the slapstck variety. A good sequence is their invention of the hair curling tonic. A noted criminal comes into the shop to get a shave. His real idea, however, is to steal some valuable pearls and gems from a society woman who has come into the beauty shop for some beauty work. Fast action and gags keep things moving.

A Permanent Rave

Educational—Two Reels

Lupino Lane does some of his best work in this. As a rookie in the Northwest Mounted Police he is given an opportunity to capture a desperate bandit. His difficulties arise when he learns that the captain of the Mounted looks enough like the bandit to be his twin, and he is continually capturing the wrong man. A trick horse with flexible legs offer the best bits of laughter although Lane's acrobatic stunts are extraordinary.

The College Kiddo

Pathe—Two Reels

STAR: Eddie Quillan.

Eddie is a freshman in college but he is so dumb it is hard to realize how he ever got out of high school. Madeline Hurlock, the college widow, is trying to help her brother. She steals the examination questions and hides them in Eddie's pocket for safe-keeping. But the trouble begins when she tries to get them back without Eddie knowing it and without the eagle eye of the professor watching her. The situation offers good laughs.

The String of Strings

Metro-Goldwyn—Two Reels

STAR: Charley Chase.

Charley takes his girl riding in his new car. They pick up a gang of kids from the Juvenile home for Delinquents and take them to the carnival. Most of the fun is centered around the carnival where a ferris wheel picks up the car and takes it up to the top. The hook and ladder is called to take it down, but the car crashes to the ground. The action is typical of the Charley Chase style.

Dead Easy

Educational—Two Reels

STAR: Bobby Vernon.

Bobby is told by his prospective father-in-law that he must sell one of his plays before he can marry the daughter. In rehearsing some of the scenes, in which he chokes dummies and shoots imaginary villians, he is mistaken in his intentions and nearly gets thrown out of the hotel. In a publicity stunt for an actress, Bobby pretends to be madly in love with her and feigns suicide so that the papers will give the actress a writeup. But Bobby's girl arrives on the scene and Bobby has a tough time trying to explain. After many hardships, he proves that his compromising situation was a publicity stunt and is forgiven.

"Red Hot Sands"

Pathe Fable—1 reel.

Tom Cat, Milt Mouse, and Al Falfa pick the land of Egypt as the scene of their adventures. One of the funniest incidents in this exploration is the discovery, by means of snuff, that the Sphinx has false teeth and a wig. Later adventurers bring them to a sheik's castle where they rescue Harem Helen, this exploit entailing the scaling of a pyramid and flight on a crane's back. Excellent drawings and bright ideas embellish the plot.

Pathe Review No. 32

Pathe Scenic—1 reel.

Diversified views of unusual sights and some interesting scenics. The wind-up affords a kick with a cow-puncher on the Putnam Expedition to Greenland lassoing a young polar bear in the icy waters, and landing the struggling ball of white fur after a tough struggle. Good magazine offering.

The Bully

Pathe—One Reel.

One of Paul Terry's best imaginative cartoons. The cat is still scaring the life out of the mouse. The mouse is making some unsuccessful attempts to capture the bird in the cockoo clock. The cat also desires the bird. Just as the cat is getting the better of the situation and things look dark for the cockoo, the bird calls for help from the grandfather clock who comes to the rescue.

EXPLOITATION IDEAS AND HINTS

Kunsky Gets Helpful Hints From Patrons' Suggestions

In each of the Kunsky theatres there is a small table placed near an exit on which are cards asking patrons for suggestions or complaints. While it takes all kinds of people to make a world, and as a result some of the suggestions are absolutely ridiculous, nevertheless many good ideas come through these little cards.

On one side of the card reads: "We would like to have you offer any suggestion or make any complaints regarding the comfort and pleasure of the patrons, or for the betterment of the performance on reverse side of this card."

On the other side these questions are asked: "Does this performance meet with your approval? Were you comfortable? Were you courteously treated? Does the music suit you? What stars do you like best? What type of film subject do you prefer?"

There are lines for the patrons' names and addresses. The Kunsky management has been able to make some profitable improvements by means of these cards.

Tops Record With "Strogoff"; Exploitation Helps to Do It

The Park Theatre in Youngstown, O., made a summer record with Universal's "Michael Strogoff" and gives much credit for it to Andy Sharick who came from the Cleveland exchange to help with the exploitation.

Because of the foreign angle on the film—it was produced in Latvia by a French company using Russian actors—Sharick made a special play for foreign trade. He visited four Polish priests and secured their co-operation. The priests made mention of the film in their Sunday sermons and their choir boys distributed roto heralds printed in Polish to the congregation as they left the church.

A tie-up was put through with the Loose-Wiles Biscuit company on their animal crackers, the line being "Michael Strogoff would rather have met the Sunshine Animals than the real ones he did meet in his thrilling trip through Siberia."

As school was not in session, Sharick turned to the playgrounds. He found that Youngstown has 26 playgrounds with directors in charge three days a week. From the directors he found out how many children came to each playground and then had envelopes of animal crackers delivered to the director for all the children under her supervision. In this way 4000 children were reached and the result was shown in the number of children who came to see "Strogoff." There were 593 at the opening matinee.

Liberty Tie-Up on "Prince of Headwaiters"

The short story by Viola Brothers Shore and Garrett Fort upon which Sam E. Rork based his First National picture, "The Prince of Headwaiters," having appeared in Liberty Magazine, the publishers of that periodical have tied up with the advertising and publicity department of First National Pictures, in exploiting the film.

Liberty Magazine has also sent a letter to all wholesalers handling that publication requesting them to notify their news dealers to get in touch with First National exchanges and the first run theatres to make tie-ups with them when the picture is shown in their towns.

This co-operation on the part of Liberty Magazine with First National's advertising and publicity department will be a great boost for the picture in every territory.

Insurance Against Death From Laughing Effective

C. Clare Woods, manager of the Colorado theatre, Pueblo, Colo., put on an effective campaign for "The General," Buster Keaton's production for United Artists. In a tie-up with an insurance company, 3,000 heralds were distributed advising the public that insurance could be taken out against injury or death from laughter during the picture.

Old guns anr relics were furnished by Pubelo citizens for a window display. Five days in advance of the picture a lobby cut-out of Buster Keaton with a winking eye, made by a flashilight, was used.

"Captain Salvation" Well Advertised in Louisville

Metro-Goldwyn-Mayer's "Captain Salvation" was well advertised at the Mary Anderson theatre, Louisville, Ky., where it played to excellent business. Herbert Morgan, mannager, assisted by an M-G-M exploiteer, managed the campaign.

Newspaper advertising and bill board publicity was especially stressed in this model campaign. The bill posting and accessories were put out in the following quantities: one 6-sheet, two 3-sheets, thirty inserts, one thousand heralds, three sets of 11x14 photos and one set of stills. In addition to this, three thousand bookmarks were made up, and also one thousand imitation passes.

The bookmarks were placed with the public libraries in a tie-up on the novel from which the film has been taken.

The imitation passes, which contained the trick clause, "do not" in minute type, before the word "Pass", in huge bold face type, most of them being thrown into parked automobiles away from the theatre.

A model ship contest was arranged with the manual training summer schools and the models were displayed with stills from the picture in a prominent window of the business section.

Warning Issued To Police That Lunatic is at Large

A two-column advertisement in a Nashville, Tenn., newspaper addressed to the chief of police warning him that a lunatic had escaped was one of the novel features in the exploitation of "A Lunatic At Large" at the Capital theatre. Under the heading was the following caption: "I have been warned that the "Lunatic at Large" who escaped from the New York asylum recently, is headed for Nashville. Please be on your guard and take extra precautions as I understand he is extremely dangerous. He can be identified by his collapsible legs, which occasionaly give down under him. He is due in Nashville Monday."

The advertisement is said to have created unusual interest and drew good business to the theatre.

Book Tie-Ups on "Scarlet Letter" In Muncie, Ind.

Educational and book tie-ups on a comprehensive scale netted excellent results for the campaign on "The Scarlet Letter," a Metro-Goldwyn-Mayer production, during the film's showing at the Wysor-Grand theatre, Muncie, Indiana.

Three thousand book marks were placed with the central library and its three branches. The book marks were given out with every book that left the libraries, this being the first time that such a stunt was allowed. An art card was placed on all the bulletin boards, along with a copy of a letter from Ernest Crandall, the president of the Visual Instruction Association of America, praising the picture.

Two book displays were secured with the leading book stores of the city. The displays carried art card tie-ups. A baby spot light was placed in a window and a slide made of a large scarlet "A". The window was situated on the second floor and thereby threw the scarlet "A" on the sidewalk. The location was the choicest, it being in the busiest part of the main street.

The Normal school, the only school opened at this time of the year, allowed the management to place an art card and the Crandall letter on their bulletin boards. An announcement was also made of "The Scarlet Letter" in all of the class rooms.

Excellent Exploitation on "Fast and Furious"

The highly successful Chicago showing of "Fast and Furious", Reginald Denny's newest Universal, are accredited largely to an extensive exploitation campaign under the direction of Jack E. Baker.

The campaign covered the entire city and included various forms of press and mercantile tie-ups and neighborhood children's contests.

Among the merchandise houses to cooperate were Krause's Beauty Shop, which ran advertising carrying the title of the picture and photos of Barbara Worth; Princess Pat Co., makers of cosmetics and the Brunswick-Balke-Collender company.

A contest giving free tickets to the Capitol theatre to those guessing the correct answers to questions broadcast in behalf of the picture by KYW's Movie Club, was announced daily by Rob Reel in the "American."

Another outstanding exploit was the showing of the picture of Joe Powers, the flag pole sitter, atop the Morrison hotel.

"Collegian" Pipes Tie-Up With Universal Series

A far-reaching tie-up which started in England with the release of the first series of "The Collegians," Universal's two-reel featurettes written and supervised by Carl Laemmle, Jr., has now been brought to the United States with the introduction of the "Collegian" pipe manufactured by Oppenheimer Pipes, Ltd., of London, England, makers of the famous City de Luxe pipes.

Universal has made a number of portraits of its popular male stars—Reginald Denny, Jean Hersholt, George Lewis, Eddie Phillips, Hayden Stevenson and Raymond Keane—smoking the "Collegian" pipe which are available for tie-up purposes, while the American distributors, A. Oppenheimer & Co., Inc., New York, have prepared handsome window posters and placards for the use of retail tobacco shops.

It is suggested that exhibitors get in touch with their local cigar stores before starting a "Collegians" series and arrange a local campaign. Some exhibitors are giving "Collegian" pipes as prizes in contests conducted in connection with the series.

"Twelve Miles Out" Well Advertised at Okmulgee

John Gilbert's latest Metro-Goldwyn-Mayer starring film, "Twelve Miles Out" was put over at the Griffith Brothers' theatre in Okmulgee, Oklahoma, with a brisk exploitation campaign, devised and put through by Claude Fulgham, manager, assisted by an M-G-M exploiteer.

A trailer was put on ten days before the play date, to Okmulgee. Two fifteen-foot banners were placed on either side of the marquee. Ten one-sheet cards were placed in drug store windows, hotels and candy stores. Insert cards were also placed in business houses. Four hand lettered cards, bearing scenes from the photoplay and star photos, were arranged about the walls of the lobby. A large sign was placed in the lobby with cut out letters lighted by small lights which were attached to a flasher motor.

The newspaper campaign consisted of teaser advertisements. Some of these read as follows: "Lost 'Twelve Miles Out'," "It was lost 'Twelve Miles Out'," and "It was found 'Twelve Miles Out'." Although having little connection with the theme of the film these teaser ads so mystified the readers that they came to the theatre in many cases only so that they might solve the problem.

Beauty Shop In Tie-up With "Slaves of Beauty" in Chi.

When the Marbro and Granada theatres in Chicago played "Slaves of Beauty" they used a stunt suggested in the Fox press book. A tie-up was effected with the Iris Beauty Shop in Chicago and the beauty parlor took paid ads on the women's page of the Chicago Herald-Examiner, using the line "Slaves of Beauty" in bold type with the cut of the star. One ad read:

"Women need not be 'Slaves of Beauty' if they use the Iris treatment."

The line under the cut of Olive Tell repeated the title and mentioned the Marbro theatre.

Another ad read:

"Women, why be 'Slaves of Beauty' when Iris permanent waves and Iris personal services are incomparable?"

Beauty Brings Business

The handling by the Balaban & Katz publicity department, headed by W. K. Hollander, of the local elimination contests to select a "Miss Chicago" for the Atlantic City pageant is regarded as one of the most successful bits of house exploitation witnessed hereabouts in a long while.

The contests, run in all city sections and affording all B. & K. and L. & T. houses their own preliminary sectional winners, improved the theatres' business from 25 to 100 per cent in every instance.

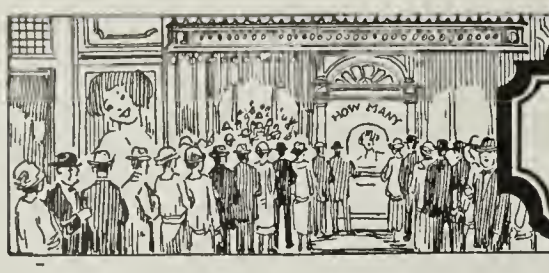
The contests were handled exclusively by the B. & K. staff under the direction of Hollander. Dave Lipton was instrumental in making the individual angle a success.

Business men's associations, Lions clubs and community chambers of commerce all joined in sponsoring and selling the contests to the public.

Help Yourself

by helping the other fellow

—Send Us Your Exploitation Stunts and Ideas Regularly.



BOX-OFFICE REPORTS

Educational

Yes, Yes, Bobbette, Bobby Vernon—As usual this was a good Vernon comedy —D. F. Davis, Crystal, Silver Creek, Neb.

Breezing Along, Lloyd Hamilton—This was somewhat weak although this fellow generally makes good comedies. —Mrs. Preuse, Arvada, Arvada, Colo.

F B O

Breed of the Sea, Ralph Ince.—Was as good a picture as has been played in Cameron for a long time. It is a wonderful picture. Exhibitors will make no mistake in using this subject for it will stand up. It is the only picture we have played that stood two nights to good business. Played against Rin-Tin-Tin. —C. E. David, Senate, Cameron, Mo.

Heavy Fullbacks, Fat Men—A lot of fun from these big boys. Especially good for football season.—D. F. Davis, Crystal, Silver Creek, Neb.

A Broadway Gallant, Richard Talmadge.—Good action picture.—Bert Silver, Greenville, Mich.

Splitting the Breeze, Tom Tyler.—Tyler fairly good in this. Might be a coming star although there is room for improvement—J. C. Kennedy, Empress, Akron, O.

First National

The Stolen Bride, Billie Dove—An excellent picture and one that will please all seeing it.—William Noble, Empress, Oklahoma City, Okla.

White Pants Willy, Johnny Hines.—It's Johnny's funniest picture and will please all who see it.—William Noble, Oklahoma City, Okla.

Metro-Goldwyn-Mayer

Paris, All Star—A good program picture.—L. O. Davis, Virginia, Hazard, Ky.

The Unknown, Lon Chaney.—Pep, mystery, drama are all contained in this one. An unusual and interesting picture. No mistake can be made in booking.—William Noble, Criterion, Oklahoma City, Okla.

Winners of the Wilderness, Tim McCoy—A very fine picture.—J. C. Kennedy, Empress, Akron, Ia.

Callahans and the Murpheys, Star Cast—To an open minded audience this is good. Many favorable comments. An excellent Irish comedy. —Ivy Arnold, Cresco, Cresco, Ia.

Rookies, Dane Arthur—Pleased better than "Tin Hats." A snappy comedy for any audience.—W. W. Peine, American, Minier, Ill.

Paramount

Firemen, Save My Child, Beery-Hatton—An excellent picture, full of fun and humor.—William Noble, Criterion, Oklahoma City, Okla.

We're All Gamblers, Thomas Meighan —A great star and a great story. No mistake in booking this one.—William Noble, Capitol, Oklahoma City, Okla.

Chang—An extraordinary picture taken in the jungles. Six days of capacity business at the Criterion.—William Noble, Oklahoma City, Okla.

Afraid to Love, Florence Vidor—Poor title but a good picture. Hope to see Clive Brook again.—R. A. Preuss, Arvada, Colo.

The Potters, W. C. Fields—The ending killed this, but the rest very good with a touch of humor here and there. Patrons said we didn't show it all.—R. L. Overstreet, Lyric, Springfield, Ky.

Everybody's Acting, Betty Bronson—Entertainment for everybody. Real good.—Earl Harman, Odeon, Cottonwood Falls, Kas.

Kid Brother, Harold Lloyd.—According to comments of our patrons, this is his best picture.—H. T. Nokes, Elite, Nixa, Mo.

Diplomacy, Blanche Sweet.—Very ordinary picture. Almost had an empty house before it was over because they all walked out. Paramounts seem to have quit making them for small towns. —Strand, Mt. Vernon, Mo.

Pathe-DeMille

Man Bait, Marie Prevost—Don't be afraid of this one. It's a knockout—Earl Harman, Odeon, Cottonwood Falls, Kas.

Universal

The Texas Streak, Hoot Gibson—Lots of comedy. Everybody pleased.—Earl Harman, Odeon, Cottonwood Falls, Kas.

Sensation Seekers, Billie Dove—It is an A-1 program picture with a thrilling climax.—Earl Harman, Cottonwood Falls, Kas.

Warner Brothers

Wolf's Clothing, Monte Blue.—It's plenty good. Was cold and rainy but at least 50 people stood in the rain to see this picture. We operate an airdome.—Abe Shafer, Edgerton, Mo.

Millionaires, George Sidney.—Received more favorable comments on this picture than any I have run in past three months. Although not favorably reported in trade papers, it pleased my audiences.—L. Breuninger, Cozy, Topeka, Kansas.

Clash of the Wolves, Rin-Tin-Tin.—Mighty good. Everyone satisfied with it.—H. T. Nokes, Elite, Nixa, Mo.

Black Diamond Express, Monte Blue. —The romance of a debutante and an engineer. As the cast is made of stars, this excellent picture is surely to please all seeing it.—William Noble, Capitol, Oklahoma City, Okla.

Hero of the Big Snows, Rin-Tin-Tin. —Real box office hit. Very fine picture.—L. E. King, Airdome, Ozawkie, Kansas.

Fighting Edge, Patsy Ruth Miller.—A real good play. Everybody satisfied.—L. E. King, Ozawkie, Kansas.

State Rights

Man of Iron, Lionel Barrymore—A good program picture for any theatre. Photography good.—S. M. White, American, Keytesville, Mo.

With This Ring, Lou Tellegen.—Very good. Alice Mills is sure pleasing to look at in her sea garb.—S. M. White, American, Keytesville, Mo.

The Bandit Tamer—Seemed to please fully 90 per cent.—C. R. Ward, Electric, Chula, Mo.
house, Lyric, Glasco, Kas.

God's Great Wilderness, Lillian Rich —Bigger than some of the so-called specials bought at a program price.—S. M. White, American, Keytesville, Mo.

Free to Love, Clara Bow—A humdinger. Pleased about as well as "It" and drew a bigger crowd.—W. A. Hill-

WHAT'S THE RESULT

DID IT GO OVER ? OR DID IT FLOP

Tell Your Fellow Exhibitors About It---Send in Your Report Now

MAIL IN YOUR FILM REPORT TODAY FOR THE NEXT ISSUE

My opinion on pictures recently played here is as follows:

Title _____

Star _____ Producer _____

Remarks: _____

Title _____

Star _____ Producer _____

Remarks: _____

City _____

Theatre _____

Exhibitor _____

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

THE CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors. Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

NOW IS A GOOD TIME TO FIX up your theatre. We are offering at bargain prices several lots of high grade used upholstered chairs in Spanish leather. Also several lots of heavy 5 and 7-ply veneered chairs. Brand new chairs at the 40 per cent less factory price. Write today and we will mail you photographs and give you full details. ILLINOIS THEATRE EQUIPMENT CO., 12-14 E. 9th St., Chicago, Ill.

CLOTH BANNERS: $1.40, 3x10 feet, 3 colors, any copy up to 15 words; one day service; sent anywhere; also Bargain Paper Banners. Associated Advertisers, 111 W. 18th Street, Kansas City, Mo. Ctf

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GIFT NIGHT MERCHANDISE. OVER 300 FINE NOVELTIES IN OUR LARGE FREE CATALOG AT GENUINE WHOLESALE PRICES. WRITE TODAY. NO OBLIGATION. FAIR TRADING CO., INC., 307 SIXTH AVE., NEW YORK.

CHAIR BACKS AND BOTTOMS for sale. We will match yours. Send sample or write Box 330. H. P. Sta. Des Moines, Ia. P3t-8-20

THEATRE WANTED—In town of 3000 up; state price and full details. O. C. Johnson, Yankton, S. Dak. Box 158

MOVIE AGE

BENJ. FLETCHER—Editor & Mgr.
414 South 13th St.
Omaha, Nebr.
Telephone____Atlantic 1322
MADELINE GRAHL Des Moines Rep.
Published Weekly by
ASSOCIATED PUBLICATIONS, Inc.
BEN SHLYEN
President and Publisher
Subscription Price $2.00 per year
Single Copies 10 cents.

FOR SALE: 200 opera seats, imitation leather; backs in good condition; 120 with veneered backs; we offer the 200 at $1.50 each and the 120 at $1.25 each; these seats cost $5 and more when new. Cotton Lumber Co., Columbia, Mo. P1t

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EITHER OR ALL OF CIRCUIT OF THEATRES FOR SALE—One Spencer, West Virginia. Plenty population. No other show within 30 miles. Capacity 700. Price $85,000.00. One Saint Marys, West Virginia. Only show in county. Pay roll. Capacity 600. Price $16,000.00. Above includes equipment and properties. Tent theatre, Vienna, West Virginia. Capacity 300. Population 8,500. No opposition. Building can be secured on same lot in fall. Good equipment. Good proposition. Good spot. Price $2,500.00 Terms sixty per cent cash on either. Logical reason for selling. Address H. H. Robey, Spencer, W. Virginia. P3t

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FOR SALE—Theatre in town of 900. Powers equipment. Seats 200. Reasonable rent. Good patronage from country and smaller towns. Cheap if taken in next 60 days. Box 125. Kinmundy, Ill. P3t-8-20

1000 opera chairs for sale; leather upholstered and in excellent condition; will sell all or any part. A bargain for quick action. N. J. Flynn, Globe theatre, Kansas City, Mo. CTF

WANTED THEATRE—I want to lease a theatre in a town of between 1000 and 2000 population; state everything in first letter; do not care if somewhat run-down; write to C. Gehlsen, Spencer, Nebr. C3t-8-27

What Do You Want ?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want— it will pay you to advertise your needs in **The CLEARING HOUSE**

HERE'S THE SPECIAL OFFER BLANK

—USE IT TODAY!

_____ 1927

MOVIE AGE

414 South 13th St., Omaha, Nebr.

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[ ] One Year (52 Issues) at $1.00
[ ] Three Years (156 Issues) at $2.50

Name _____
Theatre _____
[ ] Check Enclosed Address _____
[ ] Send bill. Town _____ State _____

THERE'S an old story about a man who went all over the world in search of gold---only to find it in his own back yard...Here in your HOME region you have a business magazine that is a veritable mine of ideas chock full of priceless nuggets, Mr. Exhibitor.

Why look elsewhere?

Assure yourself of getting every week all the important local news, the important national news, and more---[see page 26]...

The Exhibitors' HOME Trade Paper

DID you ever see a better regional trade journal—with more valuable information—with better department features—with greater service to the exhibitor in his search for knowledge about pictures—that helped him better to know what pictures to buy and how to sell them to the public . . . . ?

if

you've read the foregoing pages—you can have only one answer

—and you'll immediately take advantage of

This Special Subscription Offer

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Send In Your Subscription Today—
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In Every Issue

The Important National News
Briefly and Well Told

And of Greater Importance to Exhibitors of this Region

THE IMPORTANT REGIONAL NEWS
Covering Your Home Trade Field

In Addition to

9 REGULAR FEATURES

BOX OFFICE REPORTS
By Exhibitors Themselves

WHAT THE PICTURE DID FIRST RUN
Detailed Release Reports

CURRENT RELEASES
Weekly Release Schedules

THE PICTURE GUIDE
Tips on New Pictures

SHORT SUBJECTS
Spice of the Box Office

NEWS BRIEFS
Big Events Briefly Told

EXPLOITATION IDEAS
How to put the Picture Over

MOVING ALONG MOVIE ROW
Personals of Local Interest

EQUIPMENT NEWS
Constructive Information

MOVIEAGE

Volume V — OMAHA, NEBR., AUGUST 27, 1927 — Number 40

SOME BABY!

METRO-GOLDWYN-MAYER EXTENDS sincere thanks to the exhibitors of America for their marvelous, unprecedented reception of M-G-M News, the new newsreel. Young blood showmanship has again demonstrated its right to the Top of the Industry.

A Business Magazine for the Film Trade in Iowa and Nebraska

What are you selling, Mr. Exhibitor?

PICTURE ENTERTAINMENT

. . . . of course!

Then you need to know —

1. **CURRENT RELEASES,**
the definite title, star and number of reels, when it is ready for showing. This column helps you to date your pictures.

2. **THE PICTURE GUIDE**
gives you detailed information about the feature productions and helps you to know what you are selling to your patrons.

3. **SHORT SUBJECTS,**
a page acquainting you with the little features that are an important part of your every program.

4. **WHAT THE PICTURES DID FIRST RUN**
reports by the managers of the large theatres in the leading city in your trade field that guide you further on the merits of the pictures for which you have contracted.

5. **BOX OFFICE REPORTS,**
telling how the picture went over with the subsequent run theatres.

6. **EXPLOITATION IDEAS,**
giving you practical and proven ways of putting the picture over.

7. **EQUIPMENT NEWS.**
Projection is an important part of your theatre. Good projection is essential to your business. This page will give you the important equipment news, about new developments in this line and about the older ones that are useful and valuable to you.

8. **AND LAST, BUT NOT LEAST,**
the important trade news of national importance; feature articles of interest and value; and of still greater interest, the trade news while it is news of what's going on in your HOME region.

You get all of this EVERY WEEK in your HOME trade paper.

EDITORIAL

ONE of the most striking spectacles is a regiment of West Point cadets on parade. Every one of these stalwart young men is in perfect step with his fellows, swinging along in cadence and with a rhythm that makes a company of sixty or eighty men appear as though it was a highly tuned machine.

Contrast that company with the drill of a group of rookies. They have not yet learned the essentials of group formation or of teamwork. Each one has a different idea of what it is all about. Every one is out of step, headed for a different goal and arriving nowhere. No wonder that hard-boiled sergeants are necessary to whip the rookies into the perfectly functioning machine that constitutes a well drilled infantry company.

As an exhibitor, are you one of a group of showmen working with a definite aim in view? Are you playing a lone hand in the game of business, or are you working with others in the same line of business to learn what you can from common experience? Have you yet come to realize that when two or more exhibitors gather, each with an idea to exchange, that each acquires the sum total experiences of the group?

Soon your state exhibitor association will meet in convention. Are you a part of this great group of showmen and business men, which has been welded into an effective body to really accomplish something for the exhibitors of this territory? The opportunity before your state exhibitor association is almost unlimited. But, if it is to achieve the greatest good, it must have the backing of every exhibitor in this region. True, it has a large and increasing membership, but it needs you and you need it. Get behind it. Keep in step.

* * *

IT is indeed gratifying to acknowledge the many commendations that have been sent to us by both exhibitors and exchangemen on the appearance and contents of this "newer and better" trade journal. And the many new subscriptions that have poured in to our office these past few days; one of them coming from a merchant, who was not yet an exhibitor, but who soon hoped to be and "wanted to keep thoroughly informed on what's going on in this business in this section of the country" by receiving this publication regularly.

These encourage us in our efforts to render the greatest possible service to the industry, particularly the local industry, through these pages.

And, by the way, we want every exhibitor in this region to feel that he is a vital part of this business magazine. Its purpose is entirely contructive and we want your suggestions as to what we can do or publish to make it more interesting and serviceable. You can help a great deal by appointing yourself as our "reporter" for your town and sending us often news about your theatre, your exploitation stunts, and even photographs that you take from time to time of your lobby displays, etc.

Great

IT'S sensational! It's phenomenal! It's record-breaking! THE GONE WILD OVER UNIVERSAL! East, West, North, –THE BIG GUN EXHIBITORS GRABBING THOSE BIG and Mortar Pictures! GREAT GUNS! BIG GUNS! Today it's record-breaking Universal deal! – The next day it's the Stanley U. B. O. And the Orpheum Circuit! Record-breaking deals! biggest of houses! WOW! GREAT GUNS! The Long Run the Universal Super-Shorts – THEY'VE GONE WILD OVER MORTAR PICTURES! Loew jumps his booking of Universal figures! Kunsky sets "The Cat and the Canary" for the pre- Harry Crandall breaks all precedent grabbing the first run serial, Skouras Brothers are in line! And Nathanson, of Canada. WHAT A UNIVERSAL YEAR! We hear it! You hear it! It's

It's Everywhere! The Country
Over Universal! Universal Has

Omaha, Neb., 1513 Davenport, H. Chapman, Mgr.

Guns!

WAY THE COUNTRY HAS South—here, there, everywhere GUN PICTURES!—The Brick West Coast Theatres settling a Company! The other day it was Unusual representation! The Specials, the Big Gun Jewels, ALL THOSE BRICK AND Super-Comedies to new record release at the long-run Madison. "Blake of Scotland Yard." GREAT GUNS! What a year! in the air! It's here! It's there!

Has Gone Wild the Pictures!

WOW!

Can't mention them all—haven't got the space—but look at the high spots!

WEST COAST THEATERS
STANLEY COMPANY—Philadelphia
COSTON BOOKING CIRCUIT—Chicago
GRIFFITH BROS.—Oklahoma
HOSTETTLER CIRCUIT—Omaha
CAPITAL SEERS ENTERPRISES—Kansas City
AZTEC THEATER—San Antonio
LIBERTY—Oklahoma City
BLUMFIELD CIRCUIT—San Francisco
LAKE AMUSEMENT CO.—Minneapolis
RODEN CIRCUIT—Kansas City
MASON CIRCUIT—Kansas City
BRUIN CIRCUIT—Seattle
MILWAUKEE THEATER CIRCUIT—Milwaukee
AMERICAN THEATER—Salt Lake
RIALTO THEATER—Butte
GREAT FALLS AMUSEMENT CO.—Great Falls
SCHOENSTADT CIRCUIT—Chicago
ORPHEUM THEATER CIRCUIT
CARSTEN DAHNKEN—Salt Lake
B. & K. MIDWEST (BURFORD—L. & T.)
COONEY BROS.—Chicago
EASTMAN THEATER—Rochester
KARZAS—Chicago
MIKE GLYNN—New York
SKOURAS BROS.—St. Louis
SHINE CIRCUIT—New York State
ALEXANDER FRANK AMUSEMENT CO. Iowa
WHITEHURST CIRCUIT—Baltimore
K. & C. OPERATING CO.—Binghamton
BRODY CIRCUIT—Cleveland
KEITH'S THEATER—Rochester
AMERICAN THEATER—Salt Lake City
COMMERCE REALTY CO. & ALAMO AMUSEMENT CO.—San Antonio
PLAYHOUSE AND RIALTO THEATERS Hudson
GREAT LAKES THEATER—Buffalo
ROGERS SHERMAN THEATER—New Haven
ODEON, STRAND AND MOZART THEATERS—Canton
WOODWARD THEATER CO.—Detroit
AUDITORIUM THEATER—Quebec
LYCEUM & COLLEGE THEATERS—Winnipeg
U. B. O. CIRCUIT—New York
KEITH'S CIRCUIT—New York and Ohio
WILMER & VINCENT CIRCUIT—Pennsylvania
HARRY BRANDT CIRCUIT—New York
SPRINGER CIRCUIT—New York
—and More—And More—And More

Des Moines, Ia., 10th & High Sts., Geo. Naylor, Mgr.

Are you interested in

BETTER PICTURES ?

With no expense to yourself do you wish to eliminate the inferior productions from the screens of America? Do you want to assure yourself of quality screen offerings?

Then

Join the

Better Pictures Club

Send in your box-office reports 100% on the pictures you play every day —every week!

Pledge

I, _____, do hereby apply
(name)
for membership in the

Better Pictures Club

through which I shall help to eliminate inferior pictures from the screen by sending in 100% the box-office reports on the pictures played at the_____Theatre

_____, _____
(town) (state)

every week to

MOVIE AGE, Omaha, Nebr.

Send me blanks to be made out every week.

HERE'S THE KEY THAT OPENS ← THE WAY

MAIL IT TODAY

Nine Extended Run Films From Warners Ready By September Says Safier

Warner Bros. have announced that the total number of Extended Run Productions to be produced by them for the 1927-28 season will be thirteen. Of these, nine will be completed and ready to be screened for exhibitors by September 15, according to a statement from Morris Safier, head of the Extended Run Department. The first nine to be finished will be:

"The Jazz Singer" starring Al Jolson directed by Alan Crosland—the first feature to have Vitaphone sound employed for dramatic effect.

"Ham and Eggs" a wartime comedy of negro troops. Louise Fazenda and Tom Wilson are n the cast.

"The Fortune Hunter" starrng Syd Chaplin, directed by Charles F. Reisner. Other well known players are Helene Costello and Thomas Jefferson.

"The First Auto," with Barney Oldfield supported by Patsy Ruth Miller and directed by Roy Del Ruth.

"Old San Francisco" starring Dolores Costello, supported by Warner Oland.

"When a Man Loves" starring John Barrymore with Dolores Costello.

"The Missing Link" starring Syd Chaplin suported by Ruth Hiatt, Akka, Crauford Kent, Tom McGuire and Sam Baker. Charles F. Reisner handled the megaphone.

"The Better 'Ole", another comedy starring Syd Chaplin, also made under Charles Reisner's direction.

"Don Juan" starring John Barrymore, Mary Astor, Montagu Love, Warner Oland and Estelle Taylor head the supporting cast.

The remaining four Extended Run pictures to be produced by Warner Bros. this year will be "Black Ivory," a modernized drama of "Noah's Ark" and two Dolores Costello starring pictures to be made along line of pretentious production qualities.

Stenographer Film Finished and Given New Name

The romantic comedy first called "Heaven Help the Workng Girl," and then "After Office Hours," with Esther Ralston and just completed has received still another name. It will go to the theatres as "Figures Don't Lie." Miss Ralston's supporting cast included Ford Sterling, Richard Arlen and Doris Hill. The film has gone to the Paramount cutting room to be put in final form for exposition. Its theme is designed for "glorifying the American stenographer."

Public Awakening to Fact That Pictures are "Buried"

Newspaper Editorial Voices Public Opinion in Declaring That "The Play Is Not the Thing."

How elaborate stage presentations, band shows, featured orchestras and star organists put on the programs of the average big city first run motion picture programs are killing off the motion picture as entertainment is aptly illustrated by an item which appeared in the St. Louis Times of recent date.

It was prepared by one of the special writers for the newspaper and appeared in the editorial news column that is featured in the second page of the paper. It contains much food for thought on the part of motion picture producers, distributors and exhibitors, since it reveals the trend in public thought—a direct outgrowth of the drift taken by motion picture theatre programs in the past few years.

The item in part follows: "The play is not the thing. The picture is now the least important feature of the big picture houses. As a rule, when the formerly impressive announcement of the 'presentation' flashes on the screen, the audience relaxes in its seat and wonders how long it will be before the other stuff is resumed.

"There is not a large picture theatre in America that could survive on the 'presentation' if unaccompanied."

The writer of the item was not the motion picture critic of the publication, hence his views come closer to representing the mine-run of motion picture theatre audiences than a writer trained in analyzing the motion picture. Hence his opinion cannot be dismissed on the same basis as the usual newspaper criticism of a motion picture. Audiences rarely agree with regular critics.

His idea that "the play is not the thing" has been placed in his mind by the exhibitors who have featured other parts of their programs at the expense of the picture—the basis of their business.

It is not an uncommon sight in St. Louis and other key cities to see a weary audience arise after 90 to 120 minutes of jazz and girley legs to depart as the motion picture is flashed on the screen. "Where will it all end?" is a question oft heard along Picture Row these days.

Sex and Divorce Pictures Bowing To Old-Fashioned Romances, Says Columnist

Is sophisticated screen drama on the wane?

And has the motion picture which has as its central theme a sweet little love story stepped to the fore to take its place?

Harry Carr, the noted columnist, and recognized as one of the country's foremost critics, has ventured an interesting slant on these moot questions.

Carr, who is now with the DeMille Studio in an editorial supervisory capacity, is of the opinion that Mr. and Mrs. Public are tired of divorce and sex pictures, and that the current film season will find good old-fashioned romance in generous portions in the most popular production.s

Outstanding Cast in "Wreck of the Hesperus"

Elmer Clifton, who is directing "The Wreck of the Hesperus" as a Pathe DeMille special, selected for the romantic leading roles Frank Marion and Virginia Bradford, who first scored conspicuously in "The Country Doctor."

Assuring comedy for "The Wreck of the Hesperus", Alan Hale, erstwhile screen "bad man" is essaying a role of the Wallace Beery type, with Slim Summerville as his comedy teammate.

Sam DeGrasses as the "Skipper," is giving a virile character performance while Ethel Wales, Francis Ford and Josephine Norman also figure conspicuously in character portrayals. James Aldine and Milton Holmes, in juvenile roles, complete the cast.

"The Wreck of the Hesperus" was adapted for the screen by Harry Carr and John Farrow from Longfellow's memorable ballad.

"Serenade" Menjou's Next

"Serenade" has been chosen as the title for Adolphe Menjou's next Paramount picture, Ernest Vajda wrote the story which will show Menjou as a poor and shabby hero for the first time. H. D'Abbadie D'Arrast will be the director.

Eight F B O Companies Now in Work on New Season's Schedule

Los Angeles.—Setting a record for the number of F B O producing units actually working simultaneously, eight companies from this organization are now in production both in the studio and on locations distributed from the Atlantic to the Pacific seaboard, according to an announcement by William LeBaron, vice-president in charge of production.

With more than half the 1927-28 production schedule already completed, F B O officials anticipate that next year's program will be finished sometime in January or February and are putting into effect every effort to establish this record.

Ralph Ince, veteran director and star, is at present on location in New York with his wife, Lucia Mendez, former musical comedy star, shooting scenes for "Coney Island," a story of the great amusement center.

On the other side of the continent, Jerome Storm is directing "'Ranger of the North," starring Ranger, among the forests and crags surrounding Mammoth Lake in the High Sierras. With him are Lina Basquette, former "Follies" dancer, and Hugh Trevor.

All three of F B O's Western stars, Tom Tyler, Bob Steele and Buzz Barton, are at work in various locations about the California desert, making respectively, "The Gambler's Game," "Driftin' Sands," and "Wizard of the Saddle."

The remaining F B O units, including "Little Mickey Grogan," starring Frankie Darro, "Deadman's Curve," and "Jake the Plumber," are working either in or near the studio in Hollywood.

"U" To Make "Cohens and Kellys" At Once

"The Cohens and Kellys in Paris" Universal's heralded sequel to last year's box office sensation, "The Cohens and Kellys", will be put into immediate production, it has been announced at the Universal home office. An intense interest on the part of exhibitors and requests that the picture reach the screen as early as possible is stated as the reason for the change in production plans. The new Irish-Jewish screen farce was to have been made late this fall with a release late next spring.

Production will start on "The Cohens and the Kellys in Paris" on September 3. William Beaudine is to direct it. He was in the midst of plans for the making of "Give and Take," the Aaron Hoffman play, with Jean Hersholt and George Sidney, when the decision to make the Cohen-Kelly picture was arrived at.

Universal Buys 2 Rex Beach Stories for 1927-28

Universal, last week, purchased two Rex Beach novels for its 1928-29 program. "The Mating Call" which was serialized in Cosmopolitan Magazine this year, the concluding episode appearing in the August number and was brought out as a novel by Harper Brothers in July of this year, will be used for an all star special.

"The Michigan Kid" which was novelized by Harper Brothers, appearing in December, 1924 after its appearance in Hearst International Magazine, will be used as a Jewel.

With Ward Russell's novel, "The Worm Turns" Universal has twenty-three productions already purchased and in work for the year after the current season.

Jules Cowles To Play Dinty In "Bringing Up Father"

Jules Cowles is to play the famous cartoon character, Dinty Moore, in the motion picture version of "Bringing Up Father," which Cosmopolitan is producing as a Metro-Goldwyn-Mayer picture. Others announced to play leading roles in this film are Grant Withers in the romantic lead, Gertrude Olmsted as the pretty daughter of Mr. and Mrs. Dinty Moore, J. Farrell McDonald as Jiggs, and Polly Moran and Marie Dressler, the starring comedy team, to play the roles of Mrs. Jiggs and Mrs. Dinty Moore, respectively.

Jack Conway is to direct this Cosmopolitan film after an adaptation by Frances Marion of the popular cartoon strip by George McManus.

Morgan Dancers in "Helen Of Troy", A F. N. Picture

The famous Morgan Dancers will appear in ancient Greek dances in First National's screen version of John Erskine's novel, "The Private life of Helen of Troy," according to announcement from the Burbank studio by Al Rockett, West Coast production manager for the company.

The Morgan Dancers are the best known group of outdoor dancers in the country. They should add materially to the box office strength of this special which Alexander Korda is directing under the production management of Carey Wilson who also prepared the adaptation. Players thus far announced for the cast include Maria Corda as Helen, Lewis Stone as Menelaus and Virginia Lee Corbin as Hermione.

"What Price Glory" To Be Generally Released Throughout the Country

The Fox screen version of "What Price Glory," during its year in New York and on the road in key cities, has been seen by two million people—one-half the number of American troops in service during the war. The Stallings-Anderson drama will be viewed by many more millions beginning with the end of August, when the photoplay will be released generally everywhere in the United States.

"What Price Glory" sketches with strong lines the sardonic comedy of two marines who struggle for the love of the same woman. The action sweeps along, contrasted sharply against a background of war. But the story is centered on these three—the girl and two fighting men. Victor McLaglen as Captain Flagg, wins the girl by dominance and then Sergeant Quirt steps into the scene —the sergeant whom Flagg has hated all his life because Quirt with a swaggering confidence that would provoke any man to violence—and any woman to infatuation.

Critics throughout the United States declare that the director, Raoul Walsh, has created a picture of power, which incidentally established for all time the ability of the featured players. Dolores Del Rio and Victor McLaglen will again be seen together in "Loves of Carmen," which the same director made for Fox Films. Edmund Lowe is now working in "Publicity Madness" under Albert Ray's direction.

360,000 Attend Municipal Opera In First 8 Weeks

Motion picture exhibitors who have been singing the box office blues during this Summer season should take a lesson from the record set by the St. Louis Municipal Opera Association during the current season.

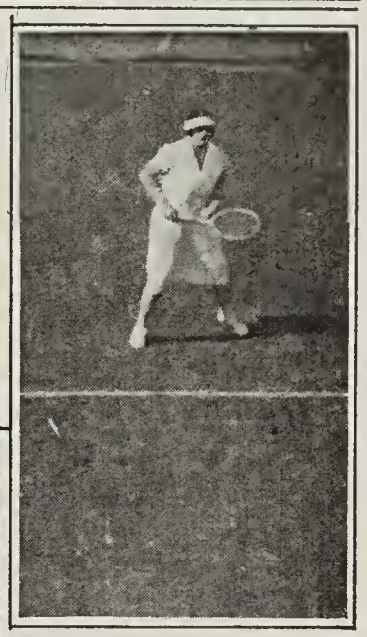
During the first eight weeks of the opera season more than 360,000 persons attended the open air performances at Forest Park.

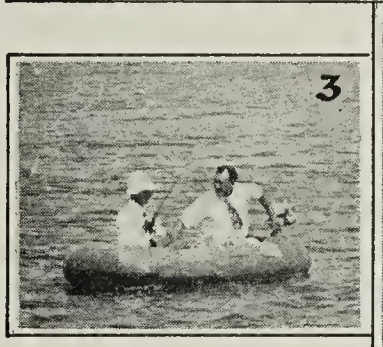
Of those attending 273,000 paid from 25 cents to $1.50 each to witness the performances, while the remaining 87,000 occupied free seats. Three of the 56 performances were abandoned because of rain.

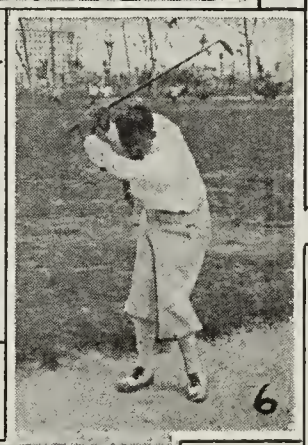
The season of twelve weeks closes on August 27. The total receipts for this year are expected to set a new high record for not only the St. Louis opera association, but also for any musical entertainment or other form of amusement playing to a $1.50 top with the exception of a pennant-winning baseball club.

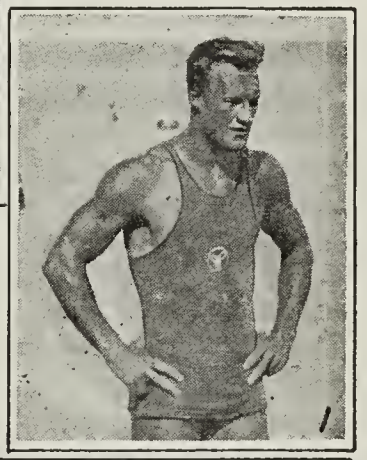
PICTURE NEWS *Told in Pictures*

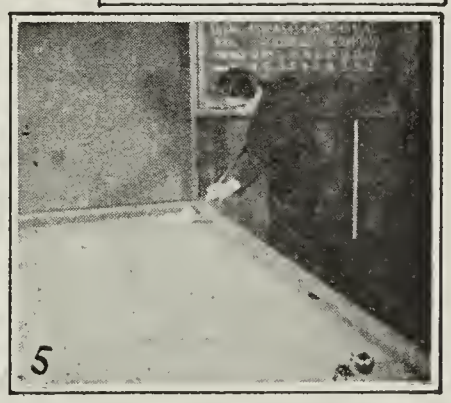
Aileen Pringle and director Reginald Barker between shots of "Body and Soul," an M-G-M Picture. Miss Pringle is exhibiting a group of Saint Bernard puppies.











Two recent issues of Sportlights, "The Pioneer Instinct," and "Eyes and Angles," are typical of the novelty which Grantland Rice brings to all the units. Pathe is the distributor.

Lupino Lane, star of Educational-Lupino Lane Comedies whose most recent effort "Hello Sailor," is said by preview critics to be the outstanding comedy yet made by the famous pantominist.

Sally O'Neil, who is now appearing in "Becky," a Metro-Goldwyn production which is being directed by John P. McCarthy.

N-E-W-S B-R-I-E-F-S

As the result of an aggressive sales campaign carried on during the past two months, Ned Depinet, general sales manager of First National, announced that on the first day of August, First National had come closer to blanketing the country with its product than in any previous season since the company was organized ten years ago.

Charlie Chaplin will resume his work on "The Circus" in September. All arrangements have been set for studio activities. The bulk of the picture has been made and only a few "odds and ends" remain to be filmed.

For the 21 weeks ending August 5, the Roxy has taken in a gross of $2,216,858.39. This is an unprecedented record. The high water mark was reached Easter Week when the gross was $129,524.34.

Ramon Novarro is reported to have mentioned the fact that he will quit the films at Christmas time and enter a monastery. Novarro, a devout Catholic and deeply religious, stated that he never was interested in pictures. His family is urging him to enter church work. Novarro is a Mexican.

Reginald Denny will not make "Good Morning, Judge", as his next for Universal as was planned. A fight picture on the order of the old "Leather Pushers" series will be his next.

Vitaphone has inaugurated a policy of producing one-reel musical comedies, the first of which has been completed on the Coast. One reel dramatic sketches also will be produced. The first of these, "The Lash", adapted from a vaudeville sketch, has been finished.

Rayart's serial "The King of the Jungle" has been completed. Shooting began April 15 on the Selig lot in Los Angeles. Production was held up by many delays and accidents, but the finished product is something to be proud of, according to W. Ray Johnston, president of Rayart.

Harold Lloyd's first feature length comedy, "Grandma's Boy", will be brought back for a re-issue by Pathe. Release date is September 4.

United Artists will make 18 pictures before the end of the year.

Exhibitors, after reading this start digging around your theatre. While scooping up a pan of dirt on the site of a new theatre at Oroville, Cal., a workman found a rich grade of gold.

According to a recent agreement between B. P. Schulberg and Emil Jannings, the latter will make four pictures a year for Paramount.

"The Callahans and the Murphys" is still getting "raked over the coals." Religious and social societies claim that it is an insult to the Irish, and yet Catholic priests who have seen it say that it's good entertainment and without objectionable scenes. However, M-G-M has promised to cut a few scenes. One critic said, "It's a scream no matter how you look at it."

Truman Tally, director of Fox News, has estimated that 10 million feet of negative will be shot by the six news reels during the next 12 months. Of this grand total only slightly more than half-million will be exhibited in theatres. Tally declares that between 25,000 and 40,000 feet are necessary to produce two reels every week of 900 feet each.

The Dickey-Pathe Ethnological expedition has sailed for South America where it will penetrate the little known regions of interior Brazil and Venezuela and Brazil. The party was accompanied by Harold Noice, representing Pathe News and Pathe Review which will have the pictorial record of the adventures and discoveries.

Upon the completion of "The Gaucho," Douglas Fairbanks will make a sequel to "The Three Musketeers." This will be Dumas' famous story, "Twenty Years After."

D. W. Griffith will use Mary Philbin in his first picture for United Artists since he strayed from his fold. Mary was borrowed from Universal.

The Educational studios are going "full blast." Every unit is at work on the new product.

"Old San Francisco," Warner Brothers' feature starring Dolores Costello, celebrated its one hundredth performance at the Warner Theatre, New York, last week.

Subtitles in four different languages are necessary when pictures play at the Royal Theatre, Alexandria, Egypt. The titles are generally in French, but Greek, English, and Arabian titles are flashed simultaneously on a small side screen. The Royal has 1,600 seats and possesse all the comforts of an American or European theatre.

Two German inventors are working on the manufacture and development of a film that will record night scenes without special lighting or equipment.

C. C. Pettijohn is offering a prize of $15 to the person writing the best slogan for the Film Boards of Trade. The second prize is $10 and third prize is $5. The contest is open to all members of the film boards throughout the country and the secretaries. Contest closes September 20.

The motion picture industry raised more than $400,000 for the Mississippi flood relief.

Harold Lloyd has arrived in New York where he will make his next for Paramount. New York gave him a big welcome.

This business of economy and cutting down in the film industry is getting contagious. The Department of Commerce has designated October 24-28 as Cut-Waste Week. The department endeavors to point out to commercial organizations various ways and means for cutting waste in production.

The idea of replacing stars and featured players with new talent in case the old favorites refuse to accept lower salaries has been branded silly by Hollywood producers.

There are 47,587 persons employed in the film business of Germany, according to a recent census. Of this number 15,864 are women and 31,723 are men.

Two Weeks More to Date of Movie Age Golf Tournament

Only a little over two weeks remain before the Movie Age Golf Tournament which is scheduled for September 12 and 13.

Sherman Fitch, chairman of the committee reports that he expects at least one hundred players on hand and has already signed up over thirty. He is out in the territory this week, and we expect to hear that he will have a lot more to add to the list when he returns.

The Omaha tournament has always been very interesting and the prizes which are put up are the finest of any tournament held in this city. This is probably the reason so many are planning on coming in this year. One thing everyone is sure of is an even chance to win some of the nice prizes.

If you are planning on coming in to Omaha soon, why not arrange to be here on the above dates and have a good time along with your regular visit.

Next week we will publish a list of the entrants so far received.

Sunday Movies For Falls City, Nebraska

All the theatres in Falls City, Nebr., opened their doors to the public last Sunday for the first time in the history of the city.

Several years ago when one of the theatre attempted to open on Sunday, a popular vote was taken oppoising it. The attempt was not repeated until last Sunday. A few days ago the Falls City exhibitors looked over the city ordinances and say they found none prohibiting Sunday opening, and it is likely that the move will meet with little opposition. The theatres were crowded at all performances which goes to show that Sunday shows are wanted by most of the citizens.

Reif Resigns From Position at Independent

Sol Reif who has been associated with the Independent Film Co., for the past three and one-half years has resigned his position and will leave soon for St. Louis where he expects to again enter the film business. J. N. "Doc" Lasser has taken over the booker job held by Mr. Reif. Mr. Lasser was with First National in Omaha for a period of three years, but for the past two years has been out of the business.

What About the Film Industry Bowling League?

We have been asked several time lately whether or not there will be a Film Industry Bowling League this year. It is up to the boys in the exchanges to decide that for themselves, and we suggest that they get busy at once and organize if they expect to do anything. Last year the league was a howling success and everyone who took part had a very interesting time. It seems to us that Frank Hensler, branch manager of Metro-Goldwyn-Mayer or Sherman Fitch branch manager of FBO would be the right parties to see to get the ball rolling. Movie Age will do whatever they can to help get things started, but it should be up to the Film boys to manage their own League.

Dailard Transferred From Columbus to McCook

W. W. Dailard who formerly managed the Columbus Theatre at Columbus, Nebr., for the World Realty Co., has been transferred to Mc Cook, Nebr., where he has taken over the management of the World Theatre for the same company. Mr. E. G. Skavdahl has been chosen to succeed Mr. Dailard in managing the Columbus house and enters the territory from Sioux City, Ia.

Vitaphone To Go In Strand, Cedar Rapids

The first Vitaphone installation to be made in this territory will be in the Strand Theatre at Cedar Rapids, Iowa, and will be ready for the opening about October 1.

A. J. Diebold is the progressive owner of the Strand.

Miss Skinner Visits Parents

Mildred Skinner, Omaha's Opportunity Girl, spent a few days this week visiting her parents, Mr. and Mrs. W. A. Skinner of this city. "Young America" the Publix stage show in which she received a place by winning the contest conducted by the Omaha Bee-News in June, played at Indianapolis last week and will not open its engagement in St. Louis until next week, giving several of the girls an opportunity to visit their homes. Miss Skinner is very enthusiastic over the professional training and experience she is receiving and the marvelous receptions and entertainment both she and her companions have enjoyed at each of the cities they have visited.

Bob Mitchell Within One Stroke of Being Medalist at Des Moines

Bob Mitchell the star golfer from the Paramount office in Omaha who won the championship matches at both Omaha and Des Moines last year was not quite so successful this year when he journeyed over to Des Moines to take part on the tournament the first two days of this week.

Bob lost his match one down to Ed Johnson of Audibon, Iowa and was within one stroke of being medalist, losing that honor to Chas. Wolcott of Eldorado, Iowa.

About fifty golfers took part in the Des Moines tournament, and several have already stated that they expected to be on hand for the tournament in Omaha on September 12 and 13. Tuesday afternoon the film boys and exhibitors had a big picnic and ball game, and reports are that the entire affair was a great success.

New Suburban Theater at Sioux City, Iowa

L. Weiner is building a new suburban theatre on West 7th Street in Sioux City, Iowa. The house will seat about 500 and work is now being done on the foundation.

Dax Remodels World Theatre

Nate Dax is remodeling the World Theatre at Sioux City, Iowa and states that the house will be ready to reopen about September 1. Nate returned last week from a few days vacation spent in and around Winnipeg, Canada, and says he has a lot of Canadian ideas. We are wondering if Nate has his ideas in bottles.

Omaha, Neb.—Sam H., M. L., and J. L. Stern and Morris Wohlner, Sam Gerson and Sam Beber August 3, incorporated the Klassik theatres, Inc., for $10,000.

Indianola, Nebr.—The new Star Theatre was completed and opened to the public August 6.

Projection Machines
OVERHAULED and REPAIRED
Expert Repair Service for Twenty Years
C. E. JONES, Machinist
Service Theatre Supply Company
303 N. 16th Street, Omaha, Neb.
Phone Atlantic 6375

Moving Along Movie Row

Some of the natives in and around Pierce, Nebr., have heard from Joe Douglas to the effect that he is having a fine trip while on his way to California. Joe will also motor up to Oregon for a visit with his daughter who formerly helped Joe run the theatre at Pierce.

* * *

R. V. Fletcher of the Lyric Theatre at Hartington, Nebr., is building on to his theatre. He is adding thirty feet at the back end to give a bigger stage as well as more room in the auditorium. The theatre will be re-seated and redecorated, and Mr. Fletcher contemplates installing a new pipe organ along with the other improvements.

* * *

Fred Aiken, district manager for Pathe Short Subjects, and Tom North of New York, representative for Topics and Fables were in Omaha last week.

* * *

Ted Ferrand, former assistant booker in the Omaha Pathe office, and who is now head booker for Pathe in the Chicago office is spending his vacation with friends in Omaha.

* * *

Miss Hulda Bollen, secretary to the branch manager in the Omaha Universal office was operated on last Saturday at the Lord Lister for appendicitis. Last reports are that Miss Bollen is getting along nicely.

* * *

Miss Edith Kniggi, stenographer at the Omaha Universal office is now on her vacation.

* * *

M. M. Marcus, salesman for Universal out of Omaha bought a new Wolverine car the first of last week and says that someone has already initiated the car for him by throwing a rock through the windshield.

* * *

J. H. Murphy, playdate representative and H. M. Herbel, sales director from Universal's New York office were in Omaha last week. W. E. Troug, district manager arrived here last Saturday.

* * *

Harry Lefholtz, former Omaha Universal manager, and now handling the 1928 Tiffiny product in this territory was able to leave the hospital last Saturday after an appendicitis operation.

* * *

Mr. Recknagle of the Amuzu Theatre at Fonda, Iowa is going to remodel the front of his house by adding a canopy.

Miss Clare Foley, secretary for the Omaha Film Board of Trade left last Friday for Los Angeles and San Francisco at the request of Mr. Pettijohn for the purpose of studying the new detail system.

* * *

Roy Pierce, assistant manager of the World Theatre in Omaha, is back on the job. Roy spent a happy vacation in Estes Park, but has forgotten all about it now, as he stopped in McCook, Nebr., on his way back and took charge of the World Theatre there for a week or so, pending arrival of a new manager.

* * *

Ray McGrath and Guy Gadbois, two Omaha boys, left last week for Minneapolis for a tryout at the Pantages Theatre there, and clicked off so well that they were given a contract for the circuit and opened last Sunday in Spokane, Wash. Guy and Ray broke in their act two weeks ago in Omaha and were sent to Minneapolis on probation. They found the new audiences tougher than those in Omaha, but succeeded in nearly stopping the show on one or two evenings at that.

* * *

R. A. Dilworth of the Plaza Theatre at Crab Orchard was seen along Movie Row last Monday.

* * *

The Star Theatre at Cordova, Nebr., has been closed.

* * *

Gene Mullin of the Electric Theatre at Falls City, Nebr., is reseating his house.

* * *

The Liberty Theatre at Weeping Water, Nebr., is reported closed.

* * *

Frazer and Williams of the Jewel and Joyo Theatres at Haverlock, Nebr., were in Omaha last Monday doing some bookings.

* * *

Cleve Trimble of the Auditorium Theatre at Milford, Nebr., spent last Monday in Omaha.

* * *

L. H. Ireland of the Pastime Theatre at Logan Iowa was in Omaha last Monday.

FOR SALE

Theatre in a town of 1200 population. Seating 285, fully equipped with two machines and about everything for town of this size. If interested inquire of A. L. Hepp, Greeley, Nebr. P3t

CURRENT RELEASES

Week ending August 20, 1927

EDUCATIONAL

(No releases scheduled.)

F B O

Flying U Ranch, Tom Tyler, 5 reels.

Mickey's Circus, Mickey McGuire comedy, 2 reels.

Boys Will Be Girls, No. 4, Witwer series, 2 reels.

FIRST NATIONAL

Three's a Crowd, Harry Langdon, 6 reels.

FIRST NATIONAL

Sunset Derby, Mary Astor, Lloyd Hughes, 6 reels.

FOX

What Price Glory, Dolores Del Rio, Victor McLaglen, Edmund Lowe, 12 reels.

Cameo Kirby, (reissue) John Gilbert, 7 reels.

Lover of Carmen, Delores Del Rio, Victor McLaglen, 9 reels.

Kangaroo's Kimono, comedy, 2 reels.

Wintry Alps, 1 reel.

METRO - GOLDWYN

Foreign Devils, Tim McCoy, Claire Windsor.

PARAMOUNT

Hula, Clara Bow, 6 reels.

Soft Cushions, Douglas McLean, 7 reels.

Chang, Special, 9 reels.

We're All Gamblers, Thomas Meghian, 7 reels.

Doctor Quack, Adams Comedy, 2 reels.

French Fried, Christie Comedy, 2 reels.

Krazy Kat, Wet Feet, 1 reel.

Ink Well Imp, Koko the Knight, 1 reel.

UNIVERSAL

Honest and Truly, Blue Bird Comedy, 1 reel.

Rushing Business, Stern Bros comedy. 2 reels.

Daze of the West, Mustang Western, 2 reels.

Blake of Scotland Yard, (serial) episode No. 3, 2 reels.

WARNER BROS.

Old San Francisco, Dolores Costello.

Joe Staack of the Royal and Strand Theatres at Carrol, Iowa is now planning on remodeling the Strand soon.

Get Ready Now

FOR THE

Big Golf Tournament

OMAHA, Sept. 12-13

Entry Fee $5.00

SHERMAN FITCH
F. B. O.
Chairman
OMAHA TOURNAMENT

Lots of Valuable Prizes

ENTRY BLANK

Please enter me in your FIFTH ANNUAL Golf Tournament to be held in Omaha Sept. 12th and 13th

Name _____

Name of Theatre or Exchange _____

Address _____

First round all players will play as qualifying round, after which players will be divided into groups of eight to a flight for the finals - - - Everyone will have an equal chance at the prizes in each flight. You'll get your money's worth.

Entry Fee of $5.00 Must Accompany This Blank

WHAT THE PICTURE DID FIRST RUN

The Movie Age is indebted for this department to the following managers of the first run Omaha houses who have been very generous in supplying this information: Arthur Stolte, Riviera Theatre; M. W. Korack, Rialto Theatre; A. A. Frudenfeld, World Theatre; Ralph Goldberg, Sun Theatre; A. A. Frudenfeld, Moon Theatre. The Movie Age takes this opportunity of thanking them for their kind interest.

AT OMAHA THEATRES WEEK ENDING AUGUST 27

MOON

Tracked by Police, Rin Tin Tin, (first half of week.)

Yours to Command, (second half of week.)

Distributed by Warner Bros. and FBO

BUSINESS: Very good first half—fair last half.

AUDIENNCE REACTION: Both pictures pleased.

HIGHLIGHTS: Rin Tin Tin does some very clever acting and saves big dam from being blown up.

SUMMARY: Both pictures are average program type; Rin Tin Tin always pleases.

ENTERTAINMENT MERITS: 90 per cent on Tracked by Police; 80 per cent on Yours to Command.

RIALTO

For the Love of Mike.

Distributed by First National.

BUSINESS: Better than the average week.

AUDIENCE REACTION: Everyone seemed well pleased.

HIGHLIGHTS: Comedy in first two reels when three bachelors adopt a baby kept the audience in an uproar.

SUMMARY: Comedy situations make it better than the average program picture.

ENTERTAINMENT MERITS: Nearly 100 per cent.

WORLD

Vanity.

Distributed by Producers Distributing Corporation.

BUSINESS: Good.

AUDIENCE REACTION: Very well pleased.

HIGHLIGHTS: Big fight on board ship between captain and crazed half breed cook.

THEME: A pampered daughter of the idle rich who decides to visit an old acquaintance on board ship the evening before her marriage and is the cause of the big fight resulting in two deaths, the cook falling in front of her revolver and the mental anguish of the tradgedy.

SUMMARY: A very good program picture.

ENTERTAINMENT MERITS: 85 per cent.

SUN

Monte Christo, (reissue)

Distributed by Fox.

BUSINESS: Very good.

AUDIENCE REACTION: Everyone seemed to be well pleased.

THEME: Costume picture.

SUMMARY: Far better than a program picture.

ENTERTAINMENT MERITS: 95 per cent.

RIVIERA

Chang.

Distributed by Paramount.

BUSINESS: Extra good.

AUDIENCE REACTION: Pleased the majority, especially older people.

HIGHLIGHTS: The trapping of jungle animals and the herd of mad elephants destroying a village.

THEME: Showing the struggle and hardships of the natives of Siam in their effort to conquer the jungle. Has some comedy situations enacted by the pet monkey.

SUMMARY: Cannot be classed as a program picture; is educational as well as entertaining and has some exciting scenes; patronage running more to the middle aged.

ENTERTAINMENT MERITS: 85 per cent.

The business men of Douds, Iowa, have opened up the theatre in the Masonic Temple there. Mr. Carson, head of the Douds Savings Bank, is in charge of the new project.

The theatre at Cantril, Iowa, is closed. Business does not warrant holding open the theatre, says Mr. Bell, owner of the house. He has been operating the theatre for the past year.

The Star Theatre at Davenport, Iowa, is now under the management of J. W. Thornton, who bought from Lee Barnett.

S. H. Booke, who has been operating the theatre at Hubbard, Iowa, has given over the management of the house to the Hubbard Commercial Club.

Victor Newton has sold the Lyric Theatre at Pacific Junction, Iowa, to Mr. Burright.

DeFord and Henry have taken over the Princess Theatre at Shannon City which has been owned by A. R. Kremer.

Omaha's National Theatre Supply Office

Left to right—Mayer Monsky, Blizzard Sales Co.; Carl Krumrei, Branch Manager; Miss M. Jones; Miss F. Abercrombie; H. Harvey; H. Childs.

THEATRE FOR SALE

In Iowa town of 40,000. Cheap rent; good location; 7-day town; owner going to Europe; will sell cheap; fixtures in good condition; long lease; best location in city.

Box W

Associated Publications, Inc.

Glover Bldg. Kansas City, Mo

EXPLOITATION IDEAS AND HINTS

Bricks De Luxe Put Over "Callahans and Murphys"

A wagon load of bricks can do more than make a lot of noise and bean unsuspecting pedestrians, as manager Ralph Lawler of the Apollo, Peoria, Ill., will attest.

Lawler, featuring Metro-Goldwyn's "Callahans and Murphys" as an excellent subject for novel exploitation, bought himself a wagon and a load of Irish confetti and planted it in front of the theatre, where the picture was being shown. It was advertised via billboards and the press that he or she guessing the correct number of bricks in the wagon, or the nearest to it, would receive cash prizes and tickets to the theatre.

A young girl candy store employe won first prize, naming the number almost perfectly. She says she figured each brick to be about the size of a pound box of candy and figured it out by simple arithmetic.

Another helpful piece of exploitation for the same picture was a "boquet" of bricks on display in a floral shop. The bricks were cut and chipped to appear flowery and placed in boquet formation, with a sign reading "Some Say it With Flowers—But the 'Callahans and Murphys' Say it with Bricks at the Apollo."

Gross business and comments received by the manager more than justified the two efforts.

Police Pups Given Away In Rin-Tin-Tin Exploit Stunt

How the management of the Capital Theatre in Lincoln, Neb., profited recently with a Rin-Tin-Tin feature is described by Earl A. Bell, branch manager of Warner Bros. in Omaha.

Rin-Tin-Tin in "Tracked by the Police" was booked into the Capital and the management asked Manager Bell for help in putting it over. After a few hours of consideration the following plan was carried out. The Capital management secured a window on the main thoroughfare, a few feet from the theatre. The window was filled with stills showing Rinty in scenes from this production, to which were added two live police dog puppies. Each person attending the theatre during the week's run received a ticket with the information that he might be the lucky recipient of the dogs if he came again Saturday afternoon or Saturday evening.

The stunt went over so big that by Wednesday four more puppies were added to be given away, one on Thursday, one on Friday and two extra ones on Saturday.

Novel Display of Letters Exploits "Fire Fighters"

When "The Fire Fighters," the Universal chapter-play romance of the fire department, was to start its showing in the Brown Theatre, Stamps, Ark., owned by Sam Powell, a novel display was worked out to attract the attention of passersby. "Fire Fighters" was spelled out across the front of the theatre in letters 24 inches high, each letter outlined with red crepe paper which extended out about four inches all around. With a typhoon fan behind them these letters appears to be actually on fire. All border lights were in red.

An arrangement was also made with the Stamps Fire Department for co-operation on this picture. Part of the equipment was on display in front of the theatre during the engagement and the fire trucks wore banners on the picture.

Children's Party Increases Patronage in Lima Theatre

A party for children in front of the theatre on the Saturday morning before the opening of "Painting the Town" at the Quilna Theatre, Lima, Ohio, was a festive affair with 1,000 paper hats given away to the guests. A. J. Sharick, the Universal exploiteer who worked on the engagement, knew that this Glenn Tryon comedy would make a big hit with the kids—and they in turn would tell their elders of it—and so insured a good attendance for the opening show.

Sharick also sold, a co-op page in the Lima News which had "Painting the Town" in every ad space. The picture serialization of the comedy, a popular piece of exploitation material prepared by the Universal home office, he placed with the Star.

Three paint stores, in addition to taking space in the "Painting the Town" co-op page, also used special window displays on the picture. Patsy Ruth Miller, co-featured in this production with Glenn Tryon, has posed in a particular natty painter outfit, which would greatly increase interest in the painting business if generally adopted, and her photographs have been made up into a poster by the Sherwin-Williams Paint Company for the use of their dealers.

Typing Contest Promotes "Tillie the Toiler" in Ill.

When Marion Davies's starring comedy, "Tillie the Toiler," played in the Lincoln Square Theatre, Decatur, Ill., Jim Wallace, the manager, put on a brisk bit of promotion work to carry the Metro-Goldwyn-Mayer release over the top to big business. An M-G-M exploiteer assisted him.

An arrangement was affected with the local agent of the Royal Typewriter company whereby they co-operated on a speed contest for stenographers.

A special lobby display was made. A booth and typewriter were installed, and a week in advance of playdate notices were run in the local paper, announcing that ten dollars and twenty-five tickets to see "Tillie the Toiler" would be awarded to those who in the quickest time could write a given letter about Marion Davies in "Tillie the Toiler." The letters were addressed to the manager of the theatre, and he and Mr. Essex, manager of the Royal Typerwriter agency were the judges.

The Royal Typewriter people also made a window display with the stills from the photoplay which show Marion Davies at work on a Royal machine.

Sedan Runs Wild as Publicity Stunt for "Running Wild"

A sedan giving the appearance of "running wild" was used by C. Clare Woods, manager of the Colorado Theatre, Pueblo, during the showing of "Running Wild", W. C. Field's latest.

The sedan's windows on all sides were covered in black cloth making it impossible for a person to see in, and yet enable the driver to see out. The car was driven through the city's streets carrying the title and explaining that the car was running wild.

The stunt was effective.

Live Monkey Given Away for "Enchanted Island" Stunt

H. P. Vonderschmitt, owner of the Indiana Theatre in Bloomington, Ind., during the showing of the Tiffany production, "The Enchanted Island," packed them in with the offering of a free, live monkey to the holder of a lucky number.

A week before the opening of the picture, Mr. Vonderschmitt tied up with the local newspaper, the Bloomington Telephone, and all during the engagement of the picture stories regarding the contest appeared in it. Coupons containing a number and a reproduction of a scene cut were given out to all patrons during the matinee and evening performances.

On the opening day of the picture, the theatre broke in the Bloomington Telephone with an advertisement two columns wide and fifteen inches deep which brought crowds to the theatre that evening.

The manager also made use of the attractive lobby photos and had the front of the theatre dressed as a tropical island, the locale of the picture.

Clara Bow Double in Straw Costume Used For "Hula"

"WANTED—Girl Resembling Clara Bow." That's the ad that appeared in a local newspaper, with further information that applicants should report at the Allen, Cleveland. As proof that the ad attracted attention, more than fifty girls applied. Miss Ida Fierman, 12005 Kinsman Road was selected as most nearly resembling the Paramount star. As soon as the selection was made, Miss Fierman was fitted to a 1928 Hula costume. In this costume she will inhabit a straw hut built in the Allen Theatre. She will play a ukulele. But there the attempt to create Hawaiian atmosphere for the the Clara Bow picture, "Hula," will end. For more atmosphere patrons are referred to the auditorium, via the box office.

A Masked Woman Exploits "Masked Woman" in South

Dewey Mousson of the Knickerbocker, Nashville, Tenn., sent a masked woman through the streets during the showing of First National's "The Masked Woman." Advertisements in newspapers, heralds, and slides announced that free tickets would be given to those guessing the woman's identity. A taxicab company pasted signs on the back window of all taxicabs. Business profited by the campaign.

An AD-itoral

By R. C. "BOB" GARY

Let's get together and talk this over.

The show business is not altogether unike the strictly commercial field of industry, but, whereas, the merchant sells a customer something tangible that he can carry away with him, all you can sell is a memory of an hour pleasantly and profitaby spent in worthwhile recreation, and in sufficient volume to sell your show to prospective patrons.

However, you have it on the merchant who has to spend considerable money for advertising experts, or else have his ads reveal an amateurish attempt. You have at your disposal the work of the highest paid and the most proficient men in the field, with a world of ideas ready for use. I refer to the accessories on all motion picture attractions.

Now, Mr. Exhibitor, are you doing yourself, your shows, and your theatre justice by using the accessories in large enough quantities, or are you penny wise, and niggardly in your purchases of the very thing that will insure real BIG business and proper returns on your shows? Barnum has been dead over a score of years, yet his name is a household word, even at this date. Wouldn't he be as forgotten as last year's straw hat, if he hadn't circused his attractions, plastered every available space with his paper, and bring home to the people with sledge hammer blows the everlasting fact that BARNUM CIRCUS is in town? Why not try to follow Barnum's methods in your town. Pep up your shows. ADVERTISE, ADVERTISE and ADVERTISE.

Kellogg Co. Exploits Denny Film in Battle Creek, Mich.

For some weeks past the billboards, car cards and newspapers have been informing the reading population of these United States that "Reginald Denny Peps Up with Pep," and so it was not surprising when Denny in "Fast and Furious" arrived at the Bijou Theatre in Battle Creek, Mich., the home of Pep, that one of the peppiest campaigns yet put on for this Universal super-comedy was staged by Manager Ted Force working with the Kellogg Company, makers of this well-publicized breakfast food.

Tuesday night is one of the poorest show nights in the week in Battle Creek, and so it was chosen for special exploitation. It was designated "Kellogg's 'Pep' Night" and five thousand tickets were distributed among Kellogg employees which were worth 15 cents on a 50 cent admission. The Kellogg Band of 40 men paraded through the main streets winding up in front of the theatre before the first evening show where a concert of five or six piece was given. The organization was then the guests of Mr. Force at the screening of the picture. Instead of the usual sparce attendance on this Tuesday, Mr. Force found himself with all three shows packed to capacity.

Host to M. Ds. as Tie-Up For "The Country Doctor"

John F. Royal, manager of Keith's Palace Theatre, was host to a group of Cleveland's oldest practicing doctors last Monday at a dinner party at the Statler Hotel, followed by a theatre party at the Palace to see the picture, "The Country Doctor." Wide publicity was given the stunt by all local newspapers. In fact, the names of the oldest doctors were secured through the columns of the papers. Personal stories of well known local men were dug up in this publicity campaign which was staged by "Hank" Simmons, Pathe publicity expert. Columns of space were devoted to these stories, all of which were linked up with the picture, "The Country Doctor."

Clara Bow Sundaes

During the run of "Rough House Rosie" at the Palace, McAlester, Okla., the manager, Ralph Noble, arranged a tie-up with the confectionary stores. With each sale of a Clara Bow Sundae, the store gave away a picture of Clara Bow. Each store was presented with a large cut-out of the star. The stunt was profitable to the theatre as well as to the soda stores.

EQUIPMENT AND SUPPLIES

Projector Mechanism Most Important Factor Says Joe Hornstein

"Motion picture projector mechanism is the biggest factor in the motion picture industry today," states Joe Hornstein, vice president of the National Theatre Supply Co. Mr. Hornstein further says that if the mechanism is constructed of sturdy material it will take care of a picture being projected steadily on the screen of the average theatre for six months.

Mr. Hornstein mentioned the following items of care as being absolutely necessary if a projector is to be kept in a healthy condition:

Cleaning of the sprocket teeth with a tooth brush, or similar brush; frequent elimination of dirt from tension shoes; placing of a cover over the projector when it is not in use; and a thorough cleaning of the projector once every thirty days after which the operator should be careful to replace fresh oil in all oil holes, as well as the oil bath of the intermittent movement.

Selection and Care of Carbons Important

It is very essential for a projectionist to choose a type of carbon which is neither too soft nor too hard. Carbons of the latter extreme will not form proper craters and those carbons which are not hard enough will form a crater so easily that it will require the attention of the operator continuously.

Following are the correct sizes of carbon for the amperage which may be drawn at the arc lamp:

For a direct current of 35 amperes there should be a carbon 5/8 cored in the top and 1/2 solid in the bottom; for a direct current of from 35 to 60 amperes, a carbon 3/4 cored in the top and 5/8 solid in the bottom is correct; and for a current of 60 to 80 amperes, a carbon 7/8 cored in the top and 5/8 solid in the bottom should be used.

Because their resistance always decreases with an increase in temperature, all carbons should be kept in a dry, cool place.

It is always desirable to burn craters on a number of sets of carbons for use throughout the day's performance. When it is not practical to prepare a lot of carbons in advance, the desired result may be obtained by burning a new trim for a while in one projection machine while the other is in use. This is a common practice where conditions permit.

Sentry Fire Control Prevents Booth Fires

The Sentry Fire Control is said to be the first device ever placed on the market which will absolutely prevent fires which might start in the projection room of a moving picture theatre from any cause whatsoever including break in the film, worn perforators, the jamming of film in the projector, and loss of takeup in magazine.

If this invention will really prevent fires in the booth it is indeed a boon to the film industry. Sudden blazes in projection rooms have been the cause of much loss to theatre owners, and not only that but they are a constant menace to the lives of motion picture operators.

The Sentry Fire Control is said to be of very simple construction and is being marketed in such a way as to place it within reach of every exhibitor, large or small.

Method For Exhibitors To Make Own Slides

The following method is a practical means whereby exhibitors may make their own slides:

A piece of glass cut to the proper size is first thoroughly cleaned, after which an opaque covering is attained by the application of a coat of coach painter's black. When the paint is dry, letters may be scratched on the surface with a sharp pointed instrument. Bon Ami may be used with the same result.

Daily Cleaning of Lenses and Condensers Essential

To secure a clearer projection of pictures on the screen it is advisable for the operator to clean the projection lenses and condensers every day with a soft rag. Also, the entire projection lens should be taken apart once a month and any lens showing discolor should be rejected at that time. Another very important item in the care of the lenses and condensers is to see that no oil gets on them.

New Music Machine For Smaller Theatres

What comprises a sort of double victrola effect, the structure of which has two turn-tables for records which run simultaneously and operate electrically, with a swift switching arrangement allowing an instantaneous shift from one musical number to another, is being offered by the Bush and Lane Piano Co., as a valuable device for operators of small houses.

The operator has merely to choose in advance the musical numbers needed. Then, as the story of the picture unfolds, interpretive music issues in tone and quality suggestive of a voluminous orchestra. The fact is that the records are actually reproducing music and effects from the best symphony orchestras of the world. Thus appropriate numbers are available for mob scenes, love themes, comedy, travelog, atmospheric prologues and the rest of the infinite variety of effects that are reproduced by music. The Bush and Lane Co., have offices at Seattle and Portland, Ore.

Organ Can Be Finished In Any Color Specified

The Nelson-Wiggen Selector-Duplex organ is now being finished in any specified color to harmonize with the theatre interior, according to G. A. Doering, president of the Southern Pipe Organ Co., who recently closed a distribution deal with the makers in Chicago. "Of course," said Doering, "exhibitors understand that this is a special feature and when one desires a certain finish he must specify it in order that the factory may finish the order in scheduled time."

Cause of Projector Noise

Two causes of noise in the projector are the fact that the intermittent movement has been removed to put on a new sprocket and has not been replaced in the framing cam according to the way it was ground in at the factory, and worn gears resulting in what is known as backlash when they are in motion.

Read this page every week

It will give you the important new developments in the equipment field and help you select the right equipment for your theatre.

The PICTURE GUIDE

Little Tips on New Pictures

A Hero on Horseback.

Distributed by Universal.
STAR: Hoot Gibson.
SUPPORT: Ethlyne Clair.
TYPE: Western Jewel.
TIME: Present.
LOCALE: Western town.
LENGTH: 6 reels.

SYNOPSIS: Billy Garford, a happy-go-lucky cowboy, goes broke at the gambling table and then accepts the offer of J. B. Starbuck, a neighboring rancher, who advances him a large sum, with Billy's ranch as security. The cowboy loses every penny of this except $50, which he gives to an old prospector as a grub-stake. Then he goes to work for Starbuck as a common hand, but soon gets fired for being too attentive to Starbuck's daughter, Ollie. The old prospector strikes a bonaza and splits his big winnings with Billy, who buys the bank. His crooked cashier, also in love with Ollie, goes south with the funds. The citizens storm the bank and threaten to lynch the old prospector partner, while Billy pursues the absconding cashier and his henchmen with the usual Hoot Gibson results.

HIGHLIGHTS: Storming of a bank, comedy.

Soft Cushions.

Distributed by Paramount.
STAR: Douglas MacLean.
SUPPORT: Sue Carol.
TYPE: Comedy.
TIME: A thousand years ago.
LOCALE: An oriental city.
LENGTH: 7 reels.

SYNOPSIS: Doug is the leader of a thief band in an ancient city. He falls for a slave girl who is about to be sold. He makes a hit with her although she has ambitions for a place in the sultan's harem. Doug steals enough money to buy her, but is arrested. His case is taken to a higher court, each time the magistrate falls for the slave girl and orders Doug executed. Each time Doug does a "Houdini" and escapes. The Sultan buys the girl, but Doug, disguised as the Police Chief, pulls the sultan's whiskers. A chase follows in which the Chief is arrested, and Doug steps in to save the sultan from being executed. As a reward he is told he can have anything he wants. Doug takes the girl.

HIGHLIGHTS: Gags, the chase after the sultan, the settings.

The Country Doctor.

Distributed by Pathe-DeMille.
STAR: Rudolph Schildkraut.
SUPPORT: Virginia Bradford.
TYPE: Action romance.
TIME: Present.
LOCALE: A rural community.
LENGTH: 7 reels.

SYNOPSIS: Amos Rinker has been promised the management of the new hospital by Harding, a philanthropist. But his heart is broken when Harding gives the job to a city doctor. His practice nearly gone, Amos leaves. He learns that Joe Harding, the philanthropist's son, is ill in a cabin in the mountains. Harding's city doctor refuses to go because of a terrible snow storm. Rinker fights his way through the storm to the cabin which has been almost blown away by the gale. To save Joe from paralysis, Rinker operates in the blizzard with the aid of Opal, Joe's wife who has never been recognized as such by the boy's father. The deed wins Harding's love for the girl and for Rinker who becomes the head of the hospital.

HIGHLIGHTS: The storm, the operation in the snow, rural scenes.

The Million Dollar Mystery.

Distributed by Rayart-State Rights.
STAR: James Kirkwood.
SUPPORT: Lila Lee.
TIME: Present.
LOCALE: An American city.
LENGTH: 6 reels.
TYPE: Mystery story adapted from the book.

SYNOPSIS: Hargreave, formerly a member of a terrorist band, is being sought by the order for desertion. Florence Hargreave, the daughter, has been sent to a boarding school and has never seen her father. On the night she returns, the gang attacks. Hargreave is seen escaping but is captured. At the house is nobody but Florence, Jim Norton, a newspaper reporter, in love with Florence, and the Butler, Jones. All sorts of things begin to happen, for the gang is after the million dollars in cash that Hargreave had hidden in the house. Adventure after adventure happens until Norton rounds up the gang, and discloses the fact that Jones, the butler, is really Hargreave.

HIGHLIGHTS: The escape by airplane, the gang's actions, mysterious situations, and romance.

The Stolen Bride.

Distributed by First National.
STAR: Billie Dove.
TYPE: Romantic drama.
SUPPORT: Lloyd Hughes.
TIME: Present.
LOCALE: A European country.
LENGTH: 7 reels.

SYNOPSIS: Franz had come to America at an early age, leaving his sweetheart, Sari, in the native land across the Atlantic. When Sari becomes a countess, she visits New York and again meets Franz. Circumstances forces her to return to Europe. Franz follows. At the border of his country he learns that all natives of the country must do three years of military service. He is made the orderly to Baron Von Heimberg, who is seeking Sari's hand. The baron knows of the love affair between his orderly and Sari and tries to stop it by putting him in prison. But Franz escapes and steals away with Sari on the night of the announcement of her engagement to the Baron. The Baron's wife, however, arrives and calms Von Heimberg.

HIGHLIGHTS: Foreign scenes, the banquet, the escape of Franz, the wedding ceremony.

Paid To Love.

Distributed by Fox.
STAR: Virginia Valli.
SUPPORT: George O'Brien.
TYPE: Romantic comedy-drama.
TIME: Present.
LOCALE: An imaginary country.
LENGTH: 7 reels.

SYNOPSIS: Crown Prince Michael is cold to all women and gives little thought to society. The king decides to hire a woman to vamp him, and carries out the plan by getting Gaby, a character of the Paris underworld, to do the deed. Prince Eric, a cousin of Prince Michael, hears of the plan and decides to get the girl for himself. He masquerades as Prince Michael and begins his courtship. Eric's plans are foiled, however, when Gaby breaks away into a terrific storm where she accidently seeks shelter in the Prince Michael's castle. There she meets the man she is paid to love. The prince falls in love with her at once, and the girl realizes that she is in love with the prince, despite her position. The result is that the royalty marries the underworld girl.

SHORT SUBJECTS

Spice of the Box Office

Subway Sally

Pathe—One Reel

Subway Sally has the habit of enticing members of the animal family into buying her dinners. Then when the meal is over, Sally politely makes an exit. She vamps a fellow-animal and pulls the same trick. He goes to the cop on the corner and pleads his case. But the cop laughs for the cop, himself, is Subway Sally.

A Hole In One

Fables—Pathe—One Reel

Our old friend Al Falfa spends most of his time in this one trying to keep a goat from butting him. But the goat insists on getting his horns into the trousers of Al. He finally butts him into a golf hole in one butt, and that's where the title comes from. When Al fails to do any good, he calls the sheriff who gets the same reception. The moral is: "You Don't Have to be Crazy to Play Golf, but it Helps."

Pick A Pet

Educational—One Reel

An exceptionally good Curiosity. It shows the different kinds of animals preferred by different types of people. There are blackbirds, kittens, monkeys, and even elephants which have permanent homes in domestic life. Practically every animal in the animal world seems to be present in this reel.

With Will Rogers In England

Pathe—One Reel

This Rogers featurette takes the traveler on to the "blessed little isle" and doesn't fail to point out the interesting places. You see Scotland Yard, Buckingham Palace, the House of Parliament, and all types of London life. The gags are refreshing and Rogers is funny in his clumsy manner.

Oh Taxi!

Universal—Two Reels

STAR: Sid Saylor.

Sid inherits a taxi from Uncle Abner and therefore believes that he is a business man and eligible to marry his girl. But the prospective father-in-law does not see it that way, and Sid has a hard time seeing his girl at all. There are many chases and some really new gags. It's slapstick that will get over.

How High Is Up?

F B O—Two Reels

STARS: Three Fat Men.

The usual rough and tumbls with a timely mess of gags and the heavyweights bringing in the majority of laughs. In this one the three boys live in a room together and they keep trying to flirt with the landlord's daughter. They are never successful but they manage to break through a ceiling, ruining a Ford, demolish a bungalow, and feature in a chase over a tall building.

The Tale of a Shirt

Universal—One Reel

STAR: Jimmy Aubrey.

When the Chinaman ruins Jimmy's only good shirt, a fight takes place in the laundry. The Chinaman is knocked down and Jimmy thinks he has killed him. He runs and a lot of Chinese run after him. The chase is long with plenty of slapstick. Jimmy hides in a laundry wagon which takes him back to the laundry again. There he learns that he did not kill the man and discovers that he was being chased because he was carrying a Chinese "Want ad" sign.

Snow Rambles

Fox—One Reel

A Fox Variety of unusual beauty. This one takes the audience to the Canadian Rockies where the snow is deep and the atmosphere offers comfort in hot weather regions. There are some good shots of wild animals, including some bear cubs, a herd of buffalo, and deer. A particularly good shot is one taken in a snow storm showing some mountains and lake of exquitite beauty.

The Trail of the Tiger

Universal—10-chapter Serial

Jack Daugherty and Frances Teague, the latter a newcomer, are the hero and heroine respectively in this new serial. The story is a circus tale in which the villianous manager is known as the Tiger. The hero is a horse tamer, or at least posing as such. A band known as the Mystic Mountebanks continually helps the girl in her most needed times. The usual thrilling climax comes at the end of each episode. A real circus was used as the background.

Smith's Candy Shop

Pathe—One Reel

STAR: Raymond McKee.

Smith gets fired from his job as manager of the candy shop so for spite he starts a store across the street in competition to his former employer. Mary, the child, is the cause for a sack of cement to get mxed with a sack of sugar. Smith makes a big batch of candy with the cement and then sends young Mary out among his former customers to distribute free samples. The result s easy to imagine. However, despite his handicaps he is able to force the man who fired him out of business.

Bubbles of Geography

Educational—One Reel

A Hodge Podge with the usual amount of fascinating novelties. The little dog blows soap bubbles which turn out to be certain geographical points. This takes the audience to the British West Indies, among the basket weavers of Morocco, the irrigation field of Java, and the vacation land of Maine.

Live News

Educational—Two Reels.

STAR: Johnny Arthur.

Johnny is sent out as a newspaper reporter to get an interview with a gunwoman who has been arrested and is being taken to jail on the train. The sheriff in charge of her asks Johnny to watch her while he takes a cinder from his eye. The girl's hucband has been following. When the train stops, the girl breaks for liberty dragging Johnny with her. She drags him to a hotel where she waits for her husband. Johnny escapes, calls his office and tells the editor he has the girl captured in a hotel. He returns to the room where the girl makes him change clothes with her, and she escapes. The newspaper reporters capture Johnny thinking he is the girl, but Johnny breaks away and captures the vamp again. He is made the star reporter.

EXHIBITORS—

Send in your

Box-Office Reports.

BOX-OFFICE REPORTS

COLUMBIA

Rich Men's Sons.—Considerably superior to most program pictures. Excellent entertainment.—Bert Silver, Silver Family, Greenville, Mich.

The Wreck, Shirley Mason.—This is a program picture that is a great deal better than many pictures known as specials. The acting of Shirley Mason was excellent and the patrons enjoyed the interesting story.—O. F. Craig, Royal, Newark, Ark.

EDUCATIONAL

Baby, Be Good, Big Boy.—Our patrons like these juvenile comedies.—G. S. Kenny, Community House, Greenwood, Ind.

F B O

Kosher Kitty Kelly, Vera Gordon.—A good comedy that drew a big house. Book it.—A. H. Mathias, Dillsboro, Ind.

The Two Gun Man, Fred Thomson.—This picture hasn't much of a story and there is no outstanding acting, but Silver King certainly proved to be a big box office attraction, and that is the important item. This big business came in spite of the fact that there was a tentshow in town.—L. E. Palmer, Postville, Postville, Ia.

Out of the West, Tom Tyler.—This picture combines a Western with a baseball story. Tyler is consistently good, and this picture is considerably superior to the average film of its type.—E. M. Biddle, Strand, Paoli, Ind.

FIRST NATIONAL

See You in Jail, Jack Mulhall.—Good comedy.—M. R. Blair, Regent, Cedar Falls, Iowa.

Naughty, But Nice, Colleen Moore.—Very good comedy drama.—M. R. Blair, Regent, Cedar Falls, Iowa.

Ladies at Play, Lloyd Hughes.—A good comedy drama that pleased everyone here. Any audience should like this.—L. O. Davis, Virginia, Hazard, Ky.

The Silent Lover, Milton Sills.—Comedy in this saved it from being pretty dumb. However, Sills always draws and the picture clicked.—James McDonald, Wiley, Wiley, Colo.

Subway Sadie, Dorothy Mackaill.—A mighty cute little picture that showed up pretty well at the box office.—James McDonald, Wiley, Colo.

FOX

Going Crooked, Bessy Love—A very good picture.—F. J. Martin, Laurium, Mich.

Colleen, Madge Bellamy.—This pleased everyone.—W. H. Cretier, Garden, Marshall, Mich.

Thirty Below Zero, Buck Jones.—Scenes of snow makes this a splendid hot weather attraction.—E. M. Biddle, Strand, Paoli, Ind.

METRO-GOLDWYN

The Callahans and the Murphys.—Very good.—F. J. Martin, Laurium, Mich.

Tell it to the Marines, Lon Chaney.—One war picture where they omitted the offensive rough stuff. One of Chaney's most attractive roles.—Roy W. Adams, Pastime, Mason, Mich.

The Callahans and the Murphys.—Because of vulgarities in places, this comedy was nearly ruined. Patrons didn't like the crude stuff.—Jos. H. Jackson, Uno, Mancos, Col.

Rookies, Karl Dane, George K. Arthur..—It is as good as they said it would be. Deserving of a good advance advertising program.—Ivy D. Arnold, Cresco, Cresco, La.

PARAMOUNT

A Kiss in a Taxi, Bebe Daniels.—This is a knockout.—W. H. Cretier, Garden, Marshall, Mich.

Cabaret, Gilda Gray.—Poor for anytime. N. G.—M. R. Blair, Regent, Cedar Falls, Iowa.

Rough House Rosie, Clara Bow.—Just fair. Bow N. G. here.—M. R. Blair, Regent, Cedar Falls, Iowa.

Casey at the Bat, Wallace Beery.—Very poor business on this disgusting picture. We want clean pictures.—L. E. Palmer, Postville, Postville, Ia.

Ten Modern Commandments, Esther Ralston.—This is a modern type of picture and proved to be a good box office attraction here.—Mrs. Richard A. Preuss, Arvada, Arvada, Col.

Eagle of the Sea, Ricardo Cortez.—Very good acting and splendid entertainment. Patrons well pleased.—G. S. Kenney, Community House, Greenwood, Ind.

Padlocked, Noah Beery. — Largest audience that has been attracted by us without advertising in three months.—C. E. Hopkins, Hopkins, Cotter, Ark.

PATHE - DE MILLE

Jim the Conqueror, William Boyd.—It surely pleased. Patrons expressed favorable comments.—R. A. Preuss, Arvada, Arvada, Colo.

Flame of the Yukon, All Star.—Good for action houses. Its suggestions of cold weather are good for hot days.—L. O. Davis, Virginia, Hazard, Ky.

The Prince of Pilsen, George Sidney.—A good comedy.—James McDonald, Wiley, Wiley, Colo.

TIFFANY

College Days, Marceline Day.—A great college picture with real college football players. Pleased all who saw it. Many favorable comments.—Julius Hollander, Sanders, Indianapolis, Ind.

UNITED ARTISTS

Resurrection, Rod La Rocque.—Very good picture but did not draw.—F. J. Martin, Laurium, Larium, Mich.

The General, Buster Keaton.—Not so good.—F. J. Martin, Laurium, Larium, Mich.

UNIVERSAL

Combat, House Peters.—A little old, but it's still good.—A. H. Mathias, Dillsboro, Dillsboro, Ind.

Looking For Trouble, Jack Hoxie.—This is good and has a lot of comedy. The kids will eat this up.—A. H. Mathias, Dillsboro, Ind.

The Still Alarm, All Star.—There are plenty of thrills in this. It's good.—Floyd Ward, Ward, Stark, Kas.

Peacock Feathers.—A fine picture.—George Lieb, Atkins, Ia.

The White Outlaw, Jack Hoxie.—Wonderful outdoor production, George Lieb, Atkins, Ia.

WARNER BROTHERS

Don Juan, John Barrymore.—Fair only with our audience.—Ohio Northern University, Ada, Ohio.

The Better Ole, Syd Chaplin.—This comedy went over big.—Ohio Northern University, Ada, Ohio.

STATE RIGHTS

The Girl Who Wouldn't Work, Marguerite De La Motte.—An extra fine drama in 6 reels. Play it. Independents make the price right. Play it.—S. M. White, American, Keytesville, Mo.

The Cyclone Horseman, Art Mix.—Only fair. Not much to these westerns.—Floyd Ward, Ward, Stark, Kas.

WHAT'S THE RESULT

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Tell Your Fellow Exhibitors About It---Send in Your Report Now

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My opinion on pictures recently played here is as follows:

Title _____

Star _____ **Producer** _____

Remarks: _____

Title _____

Star _____ **Producer** _____

Remarks: _____

City _____

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Theatre _____

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Telephone—Atlantic 1322
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Published Weekly by
ASSOCIATED PUBLICATIONS, Inc.
BEN SHLYEN
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MOVIE AGE

Volume V | OMAHA, NEBR., SEPTEMBER 3, 1927 | Number 41

A Business Magazine
for the Film Trade in Iowa and Nebraska

New Rialto Theatre, Joliet, Ills., C. W. & Geo. L. Rapp, Architects

Worth Remembering

THE truly nation-wide character of the American Seating Company distribution and installation service of its Theatre, Church, School and Lodge seating is not a mere theory or claim, but realized actuality and fact. This is an important thing to remember.

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oh say did you see!

(joyous tempo, with burst of trumpets)

¶Have you got Douglas MacLean in "Soft Cushions" booked? Have you seen the picture? If you haven't, do us a favor, please. Do yourself and your bank account a favor. Screen it. Have your Paramount exchange screen it! It's that ne plus ultra (Harvard for "greatest") of rarities, men—a natural knock-em-dead comedy gem! A "Behind the Front". ¶Smart, sophisticated, youthfully breezy. And awfully, awfully funny. Utterly different, daring too. Right in tune with the times. Doug's great. Sue Carol, the girl, is a gorgeous newcomer with "it" PLUS. ¶Every Hollywood-New York wayfarer brought word "Soft Cushions" was a pip. But we wouldn't advertise it till we'd seen for ourself. We saw, men! And how and what we saw! ¶Hats off to Doug and the Douglas MacLean Corporation. A bow for the wise boy who put Doug wise to this rollicking yarn by the late George Randolph Chester. The croix de box office (with a million palms—all applauding) to Eddie Cline, director. And congratulations to you lucky exhibs who have "Soft Cushions" on tap. Allah is sure good to Paramount showmen!

this is Sue

Educational

MAKE A NON-STOP FLIGHT

26
One-Reel
Felix the Cat
Cartoons
by Pat Sullivan

IN these jazz-mad days of speed, speed, and more speed, people want laughter and amusement as never before. And they want it quick and snappy, and in *endless variety*. That's one reason for the great growth in popularity of *Educational Pictures*.

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And they're backed up with a campaign of magazine advertising that's bigger and more helpful than any you've ever seen before!

12
One-Reel
LYMAN H. HOWE'S HODGE-PODGE

8
Two-Reel
Larry Semon Comedies

8
Two-Reel
HAMILTON COMEDIES

6
Two-Reel
DOROTHY DEVORE COMEDIES

16
Two-Reel
MERMAID COMEDIES
JACK WHITE PRODUCTIONS

EDUCATIONAL FILM EXCHANGES, Inc.
E. W. Hammons
President

The Spice of

OMAHA, NEBR., 1508 Davenport, Leo Blank, Mgr.

Pictures

AMONG THESE STARS,

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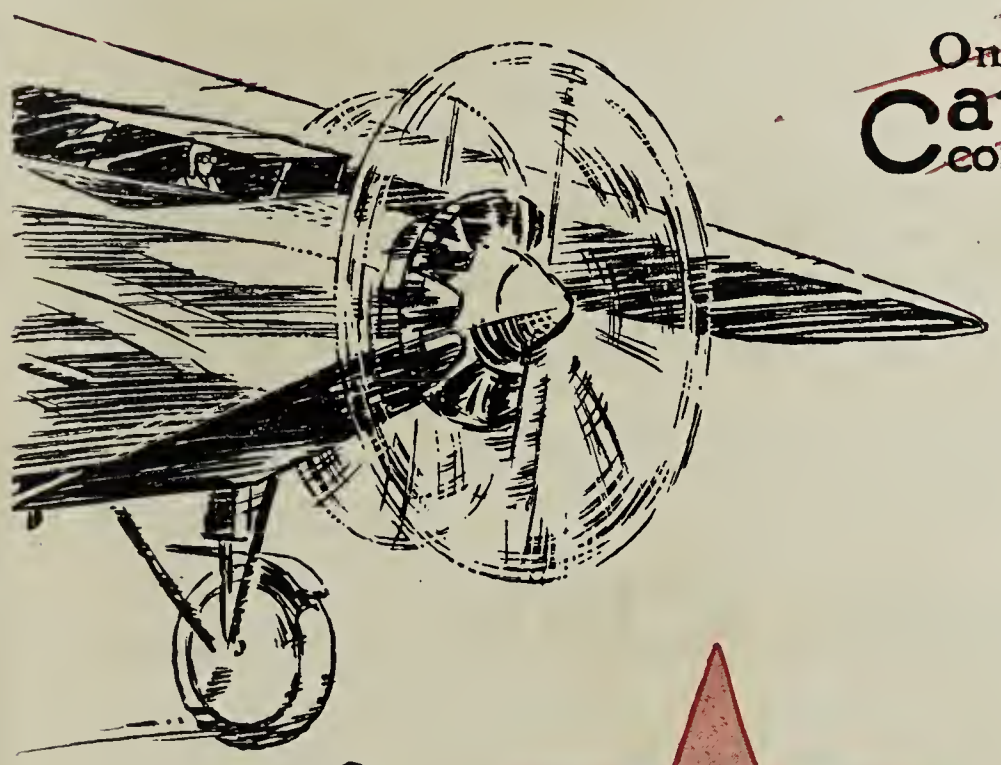
When you harness these stars to your box-office it's like adding another pair of motors to your airplane. They give added power; and a big added factor of safety. One motor *may* get you there. But add these extra motors; give them the fuel of local advertising, and you're safe—every week!



8
Two-Reel
Lupino Lane Comedies

26
One-Reel
Cameo Comedies

13
One-Reel
OUTDOOR SKETCHES
BY ROBERT C. BRUCE

8
Two-Reel
BIG BOY Juvenile -COMEDIES-

KINOGRAMS
THE News Reel Built Like a Newspaper Twice-a-Week

12
One-Reel
Curiosities
The Movie Side-show
PRODUCED BY WALTER FUTTER

6
Two-Reel
Tuxedo Comedies
WITH JOHNNY ARTHUR

the Program

Member, Motion Picture Producers and Distributors of America, Inc.
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HERE'S THE KEY THAT OPENS ← THE WAY

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EDITORIAL

THERE are now available six news reels where there were four. The producers of these bi-weekly releases are all on their toes all the time in an effort to score a beat and to give the public and the exhibitors the best service possible. Money is no object with them—service is their watch-word. This was well demonstrated when news reel makers spent several hundred thousands of dollars to "shoot" the recent trans-Atlantic airplane flights.

Hardly a week goes by without some news "scoop" in one or all the news reels. Naturally the first run theatres have the first, and perhaps the only real opportunity to cash in on these "scoops". The news reel, with the money that is spent to make it, is a short-lived proposition. It must be timely or else its value is gone.

We venture to say that every first run house in the country has a news reel on every program. At least from our observation we have found the majority of large theatres to carry in their newspaper ads or in their programs the mention of a news reel. Competition is keen among the makers of these wonder subjects—keen because each wants to be ahead of the other in being first on the screens of the theatres of the country with this one event or another. And, as we have pointed out, the first run houses are really the main beneficiaries of this superlative service.

And yet, what do we invariably find to be the case? After all the money that has been spent; after all the effort that has been put into making one of the most interesting cinema subjects every week, these first run theatres chop them up and show only two or three topics, which in their opinions are the most interesting! And how often they've guessed wrong!

The news reel has more human interest than many super productions. Ask any regular patron of a motion picture theatre and he'll tell you that regardless of what the rest of the program may be the news reel always contains something of interest to him. It seems unfair to public and producer to show so little of what is of so great interest and value, both from a standpoint of information, education and entertainment.

* * *

And here's another observation, while we're on the subject. From comment heard from many fans it would seem that the first run houses could well afford to cut out the organ recitals and possibly an act or two of their lavish presentations, occasionally at least, and play short subjects. After all the public does go to the picture theatre to see motion pictures. The organ recitals would be liked much better, if they were given a rest every few weeks. Some of these recitals are silly. There is a vast supply of good short subjects of all kinds and types available this season. Why not substitute these worthwhile units of entertainment for the hokum and give the public a treat?

Big Houses Only for Publix; Smaller Theatres to be Sold

New Policy to be Inaugurated Under Which Small Towns Will Be Abandoned According to Report Sent in

In the future Publix will run theatres in key cities and other important points only, according to excellent authority, and will abandon its plan to operate theatres in small towns.

It is understood that Publix has already taken steps to divest itself of theatres which fall under the Class B and Class C categories, because the greatest revenue is to be gained from operation of the theatres in key cities, although this plan has been denied by an important Publix official.

From the South, it is reported that Publix is all set to carry out the new policy insofar as that section of the country is concerned. In the Charlotte section it is expected that B. C. Wilby will take over many of the houses. In Atlanta, Arthur Lucas, who is developing a chain of small town theatres, will take over many of the Publix houses, it is understood. Publix may finance Lucas. The plan, as reported, provides that Lucas will put up a fifty per cent share in each deal and Publix will retain the remaining fifty, but would remain entirely out of the management and operation.

The Saenger Amusement Co., is mentioned as the exhibiting unit which will get many of the smaller Publix theatres in Alabama and Louisiana.

300 Newspapers Use F B O Serial Service

F B O's pretentious serialization service is meeting with the unqualified approval of the newspapers throughout the United States. Two stories have already been released, both of which were well received. These two, "The Great Mail Robbery" and "Shanghaied" ran in three hundred newspapers, and proved so satisfactory that most of the users signed for the complete F B O schedule.

Six stories will be released within the next six months, and will be read by a combined circulation of almost two and one-half million. These stories were chosen because of their interest compelling features, and it is confidently expected that next year's program for F B O will see still further progress.

The stories that will follow are "Coney Island" "Little Mickey Grogan", "Chicago After Midnight" and "The Devil's Trademark."

They Like It

There are two women in New York who have the "Big Parade Fever." In the 92 weeks that "The Big Parade" has been playing at the Astor, one woman has not missed attending every week. It is reported that she attends every Thursday night.

The other woman has watched the picture in the same theatre 31 times.

Tiffany Announces First Seven Releases on New Product for 1927-1928

The following seven pictures have been announced by Tiffany Productions as the first seven of the twenty-four features planned for release this season:

Sept. 1, "The Girl from Gay Paree", Sept. 15, "Their Hour," Oct. 1, "Once and Forever," Oct. 15, "Lingerie," Nov. 1, "Grass Widows," Nov. 15, "Women's Wares," Dec. 1, "Streets of Shanghai". Four of these are now being filmed.

Eugenia Gilbert Signed For New Film By Columbia

Harry Coch, vice president in charge of production for Columbia Pictures, announces that he has selected Eugenia Gilbert for the feminine lead of "'By Whose Hand?" the mystery feature starring Ricardo Cortez, which is scheduled for early production.

"By Whose Hand?" marks Miss Gilbert's third appearance for Columbia, her other two portrayals being in "Obey the Law," and in "The Swell-Head," an August release and Columbia's last production for 1927-28.

Stars in New U. A. Film

The largest number of established star and featured-player names in any film will be seen in Herbert Brenon's "Sorrell & Son," according to United Artists' publicity department. The cast includes: H. B. Warner, Anna Q. Nilsson, Alice Joyce, Louis Wolheim, Mary Nolan, Nils Asther, Carmel Myers, Norman Trevor, Mickey McBann and Flobelle Fairbanks.

"Callahans and Murphys" Satisfactory to the Irish After an M-G-M Cutting

"The Callahans and the Murphys", Metro-Goldwyn-Mayer's Hibernian comedy which recently has undergone considerable criticism at the hands of numerous Irish-American societies, has had the objectionable scenes removed and should now be perfectly satisfactory to those organizations which were offended, according to a letter received by Will H. Hays from Metro-Goldwyn-Mayer. The communication states that after viewing the revised film, representatives of various Irish societies have expressed their approval of the pictures in its present form.

The M-G-M letter to Mr. Hays further said that in making "The Callahans and the Murphys" special care was taken not to incorporate in the picture anything of an objectionable nature as it was the desire of the producer never to offend any particular class of people, there being obviously no advantage to be gained by doing so.

The Catholic Register, published in Kansas City, has received a letter from D. J. Dunn, corresponding secretary of the Ancient Order of Hibernians, in which Mr. Dunn states that he and the committee representing the Hibernian organization had viewed the picture, had requested two additional eliminations and these had gladly been made by C. E. Gregory, Metro-Goldwyn branch manager at Kansas City. Mr. Dunn further stated that Metro-Goldwyn-Mayer were to be congratulated on their willingness to eliminate all objectionable features from the picture.

In two of the leading roles there are Polly Moran, an actress of Irish descent, and Marie Dressler, who has been active for years in giving considerable service to philanthropies under the auspices of the Catholic Church. Sally O'Neil, who had the leading dramatic role in the picture, is also an Irish girl.

Norma Shearer Engaged To Irving Thalberg

Norma Shearer is engaged to be married to Irving Tahlberg, executive at the Metro-Goldwyn-Mayer studios. Persistent rumors of their forthcoming marriage were confirmed for the first time when Miss Shearer appeared at the Culver City studios wearing a large marquise diamond engagement ring. The wedding is expected to take place late in the fall.

Miss Shearer plans to continue her career after her marriage to the young studio executive.

McGuirk Month Opens With Five Big Pictures From F. N. In September

During September, the opening of the John McGuirk Month sales campaign,, First National Pictures, Inc., will release five productions, one special and four pictures from the Showman Group for 1927-28.

Joseph M. Schenck's Norma Talmadge special, "Camille," will be released generally on September 4, following its eight and a half weeks at the Globe Theatre, New York, at the $2 top admission scale, and its six weeks' run at popular prices at the Rivoli Theatre, New York.

Ken Maynard western picture, "The Red Raiders," is also set for September 4. Ann Drew is Maynard's new leading woman. Maynard is seen as an army officer in the exciting western pioneer days when Indian fighting was still a frequent occurrence.

Another Charles R. Rogers' production for First National, "Smile, Brother, Smile," from Al Boasberg's scenario, will be generally released on September 11. Jack Mulhall and Dorothy Mackaill are featured in this traveling salesman comedy.

The release for the following week, September 18, is "The Life of Riley," the new stellar vehicle for Charlie Murray and George Sidney.

On September 25, the new Richard Barthelmess picture, "The Drop Kick," will be released. This is the college story made from Katherine Brush's novel, "Glitter," in which Barthelmess appears as a hero of the college gridiron.

Film Daily Golf Tourney To Be at White Plains, N.Y.

The next semi-annual golf tournament will be held under the auspices of The Film Daily at Bonnie Briar Country Club, White Plains, N. Y., in mid September. The committee in charge has not as yet set the date, but will do so shortly.

The tournaments which have proven very popular over a period of years, are always open to out of town film folk. As a matter of fact, the last two or three tournaments have drawn to it a number of exhibitors and exchangemen from cities outside of New York. There are several exhibitors who always make the journey for the tournament.

Over two hundred players will attend. The prizes, which are always plentiful, are supplied by many of the prominent producing and distributing organizations, as well as individuals in the business.

Walkout and Lockout in Chicago May Spread

Sympathy Strikes in Other Cities May Tie-up Entire Theatre Industry in the Nation Following Situation in Windy City

The entire motion picture theatre industry faced a closing situation this week when Chicago picture theatres, and vaudeville houses that show pictures, closed their doors Monday night. The closing came as a result of a controversy between the exhibitors and machine operators.

The first indication that the trouble might spread came when trouble began in Baltimore, Md. Operators in the Maryland city seriously were considering a sympathy strike Tuesday, and rumors of sympathy strikes in other cities began to circulate.

The situation in Chicago became more stringent when it became known that the exhibitors' agreement with the musicians of the city expires next Sunday and that a futher tie-up of the theatres was contemplated.

The theatre managers of Chicago resorted to a lockout of operators after the union had ordered the operators in the Orpheum circuit houses to walk out following a controversy between the projectionists and the management of one of the theatres. The exhibitors retaliated with a lockout of operators in all theatres belonging to the organization. The order became effective at 6 o'clock Monday night.

Ninety per cent of Chicago's theatres closed at the appointed hour and the outlying theatres did not open for business that night. Fifteen thousand persons were affected by the strike and lockout in Chicago.

Chicago exchangemen decided to cut off all films to all motion picture theatres in the district. Members of the exhibitors' association said that they were ready to fight the unions to a finish.

33 Laboratories To Be Established For Amateur Movie Makers

Consolidated Film Industries, Inc., is about to complete plans whereby laboratories will be established in thirty-three exchange cities to take care of the anticipated growth in amateur movie making. As much as can be taken care of in a twenty-four hour service will be covered by each key city.

Charlotte Greenwood Signed For "Baby Mine"

Another stage favorite has joined the motion picture stars, it was learned last week, when Louis B. Mayer, vice-president in charge of producton for Metro-Goldwyn-Mayer, announced that Charlotte Greenwood, eccentric dancer and actress, had temporarily deserted the New York stage to play the leading role in "Baby Mine," an adaptation of the stage farce, now a starring vehicle for the comedy team of Karl Dane and George K. Arthur. Miss Greenwood left New York August 17 for the Culver City studios.

Columbia Offers Cortez In "By Whose Hand?"

Harry Cohen, vice-president in charge of production for Columbia Pictures, announces that "By Whose Hand?" has been selected as the vehicle for Ricardo Cortez's production for the company.

"By Whose Hand?", which will be one of the company's early releases for the coming season, will go into production this week. It presents Ricardo Cortez in a role he has never before essayed—that of a society detective in a thrilling story of mystery and intrigue.

Hal Roach's Second All Star Arrives in N. Y.

"The Second One Hundred Years" which is the title of the second of the ten All Star comedies that Hal Roach is producing for Metro-Goldwyn-Mayer, arrived in New York this week. The cast includes Jimmy Finlayson, Cliver Hardy and S. J. "Tiny" Stanford.

King to Make Series Instead of Merely One Film For U. S.

Instead of merely one picture, as was first stated, Henry King has signed with United Artists to direct a series. Mr. King was expected to arrive in New York last Monday.

Production will start in December on the first of Mr. Kings series of United Artist pictures. The name of this initial production will be "The Darling of the Gods."

N-E-W-S B-R-I-E-F-S

Metro-Goldwyn and DeMille are making pictures with a West Point theme and each has the name "West Point" in the title. M-G-M had registered the name with the Hays organization, and DeMille had progressed so far in the picture under the title of "The West Pointer" that a change was not desired. An agreement was reached by which De Mille will release the picture first.

* * *

Sex pictures advertised as hygiene educational films are being attacked by the M. P. T. O. A. The organization claims that such pictures hurt the exhibitor in his locality and are injurious to the industry in general.

English producing companies are reported to be going after American names in a drive for increased production. London film men believe that American stars in their pictures will mean greater success for the features.

* * *

An International News Reel shot of a motorcyclist speeding 80 miles an hour over a cliff with the idea of descending into a cavern safely with a parachute was used in the inquest of the man's death which resulted from the failure of the parachute to function. The film proved that the verdict of accidental death was correct. The venture was made in San Diego.

* * *

V. Tourjansky has replaced Frank Lloyd as director of John Barrymore in "Tempest." Tourjansky is known for his work as director of "Michael Strogoff". The new Barrymore picture will go into production September 14 at the United Artists Studio, Hollywood.

* * *

At the present time Paramount business is running twenty-five per cent ahead of the corresponding period last year, according to the Wall Street Journal which further states that the five major features which are first on the Paramount schedule for 1927-1928 will gross between $10,000 and $15,000.

* * *

A museum of the best pictures of each year is being planned by Harvard University. Ten pictures will be selected each year as being outstanding, and these will be filed away for future generations. A committee of research on the subject will delve back as far as 1916 for the initial records.

"Les Miserables," the Universal special made in France, had its premiere Monday night of last week at the Central Theatre, New York City, and at the matinee performance the following afternoon. it was necessary to hang out the SRO sign. This picture was originally made in twenty-two reels, but was cut to eleven reels. Its production was conducted by French artists and technicians and the actors and actresses are French.

* * *

"The Garden of Allah," Rex Ingram's latest for Metro-Goldwyn-Mayer, will open at the Embassy, New York, for an extended run on September 2. The exteriors of the production were filmed in northern Africa. The interiors were made in Nice, France. With the exception of Ingram's wife, Alice Terry, the entire cast is made up of European players.

* * *

The tremendous amount of research work necessary for the filming of "The Pioneer Woman," has made it necessary for James Cruze to defer production on this big special, and he announces that "On to Reno" will be his first personally directed feature under his new contract with DeMille. "The Pioneer Woman" will not be hindered through Cruze's decision to direct "On to Reno" first. Continued research will be in progress until such time as actual production will begin.

* * *

Advance sales on tickets for "Wings" broke all records on Broadway, according to A. Griffith Grey, head of Paramount's roadshow department. Sales reached $8,600 before the premiere.

* * *

There is a rumor that John Murray Anderson, famous for his Publix stage shows, will direct pictures for Paramount next year.

* * *

After a long period of association, Buck Jones, western star, is leaving Fox.

* * *

Educational claims a new booking record. Bookings over the Loew New York circuit show 696 days of solid playing time between August 11 and September 11. Lloyd Hamilton's latest, "At East," is booked to play 154 days, which is said to be a new high record for any two-reel comedy.

Fifteen screen players have been signed by the Keith-Albee circuit for temporary vaudeville engagements for this season. Milton Sills, Priscilla Dean, Lois Moran, James Kirkwood, Lila Lee, Norman Kerry, Wallace Beery, Buster Collier, Eugene O'Brien, William Farnum, Alma Rubens, Johnny Downs and George Walsh will be seen in sketches on the "two-a-day." "Our Gang" will be taken to Broadway in a special car for a brief engagement and Conway Tearle will appear in a monologue on pictures and Shakespearian recitations.

* * *

Net earnings of First National for the six months ending June 30, 1927 were about equal to the corresponding period in 1926 when they aggregated $675,-667. According to The Wall Street News the second six months of the year have started auspiciously and it is expected that this period will bring greater returns to First National than the same period last year.

* * *

David Bershon has been named special sales representative for United Artists Corporation by Al Lichtman, vice-president and general manager of distribution in the United States and Canada. Mr. Bershon has been selling and buying motion pictures for sixteen years and has known Mr. Lichtman for that length of time. Western division manager for Metro-Goldwyn-Mayer was Mr. Bershon's official title for the two and a half years previous to the posiiton with United Articles which he has just accepted.

* * *

Moving pictures are being made at the Misouri Botanical Gardens in St. Louis, Mo. of plants growing, blossoming, and dying. Miscroscopes that magnify plant life from 100,000 to 150,000 times are being used in the work. Processes that take a week to record were exhibited in a few seconds to experts attending the Plant Science Seminary at the botanical gardens. The pictures being made are said to surpass anything heretofore made.

* * *

The maximum rate of pay for Austrian picture stars is between $70 and $80 per day. Ordinary members of the cast receive about $15 for each working day.

Johnson Wins Film Board Golf Tourney; Mitchell Is Second

Mr. Johnson of Audubon, who is interested with his son in the Crescent Theatre, was the winner of the first place in the Des Moines Film Board of Trade golf tournament which was held the last week in August. Mr. Johnson who is past fifty years in age was not entered in the golf contest last year. He defeated Mitchell of Omaha who was winner of first place last year. The golf tournament which was managed by Jimmy Winn of the Des Moines Educational staff cooperating with Les Phillips, feature man for Pathe who had charge of the general arrangements for the Film Board of Trade picnic and get-together. The affair was a big success this year and there were more than 300 exhibitors from over the state who came in for the infromal gathering. Prizes valued at over $700 were distributed in various events.

American Legion Opens Theatre at Albert City

The American Legion Post at Albert City, Iowa are opening a new theatre there on September 2. This theatre will be under the management of Mr. Johnson. The arrangements have been made with the National Theatre Supply Company to equip the theatre with 200 opera chairs. However, it is estimated that the completed house will seat 300. The $1100 worth of equipment which has been contracted for includes a Simplex machine. The theatre will have opposition in the theatre already located at Albert City. The American Legion theatre is housed in a building which is being altered to accomodate the new enterprise. The house was bought from Fred Ketchner.

O. W. Persons Takes Omaha City Golf Championship

To be the outstanding exhibitor in a territory is considered quite an honor, but to also win other laurels seems to be the hobby of O. W. Persons of the Strand Theatre at Minden, Nebr. Mr. Persons entered the Golf Tournament held in his city a few days ago and walked away with the city championship. We hope to have Mr. Persons with us next Monday and Tuesday, September 12 and 13, when the golfing exhibitors from Nebraska and Iowa will meet in Omaha to decide just who knows the most about golf.

15 New Roach Comedies To Pathe; Are Not Reissues

There seems to be an erroneous idea among some of the exhibitors in this territory about the Hal Roach Comedies now being released by Pathe. For some reason they believe that these comedies are not up to the usual standard and are rejected pictures, but we are in receipt of a letter from Hal Roach in which he says that these comedies are not rejected pictures, but on the other hand are the best comedies yet made in the Roach Studios. Mr. Roach goes on to say that fifteen of his best comedies, as a result of a contract calling for a certain number each year, are listed by Pathe for the coming year. There is also some talk that these comedies are re-issues, which is untrue.

Omaha Film Men Organizing Six Bowling Teams

During the last week a number of the bowlers around the Film Building decided that if there was going to be a Film Industry League this winter, it would be necessary to get things started, so a meeting was called to decide just who would enter and how many teams would take part. The meeting is to be held in the F B O office, and it is expected that a least six teams will be formed with five men to a team.

Last year the league was a decided success and everyone who took part found it to be the most interesting winter pastime ever started for the film boys. Omaha has some exceptional bowlers working in the film industry, and Movie Age hears that Des Moines is to have a bowling league this year too. We have also been notified that the winning team at the end of the season in the Des Moines league expects to issue a challenge to the Omaha winners for a post season match.

Richard Talmadge Now A Full-Fledged Sioux

Richard Talmadge, F B O stunt actor, is now a full fledged Sioux.

The title of "Flying Eagle" was conferred on him last week at Pine Ridge Agency in a huge ceremonial in which hundreds of members of the Dakota Sioux tribes participated.

Talmadge is one of the three "white Indians" that have been taken into the tribe. The others are President Coolidge and Queen Marie of Rumania.

Miss Leona Mathews Becomes Secretary of Film Board of Trade

Miss Leona Mathews who for seven or eight years has been one of the standbys of the staff of A. H. Blank Enterprises has been snatched into another field of the picture industry. Miss Mathews has been serving as booker for the independent houses of the Blank chain. This week she goes to the Film Board of Trade office to act as secretary and treasurer succeeding Mrs. Mary Benjamin who had served on the Board for a number of years. Miss Lytell who came from one of the southern Board of Trade offices to take over the work at the Des Moines office, while a successor was lined up for Mrs. Benjamin has been the temporary incumbent.

Carl Krumrei, Supply Mgr., Hurt in Auto Crash

Carl Krumrei, manager for the Omaha office of the National Theatre Supply Company, was injured while traveling in Iowa territory. He collided with another car and, while his car met with little injury, the other car was pretty well wrecked. The occupants of the car suffered some serious injury. Mr. Krumrei was in an accident a short time back in which his car collided with a cow.

Brader Hurt in Accident

Harry Brader, conductor of the Rialto Theatre orchestra at Omaha, was injured with bad cuts and bruises in an auto accident at Milford, Iowa when the car in which he was riding with his wife and daughter turned over. The injuries were not serious, however, and the party resumed their journey next day to Omaha where they were returning after a trip to the Minnesota lakes.

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OVERHAULED and REPAIRED
Expert Repair Service for Twenty Years
C. E. JONES, Machinist
Service Theatre Supply Company
303 N. 16th Street, Omaha, Neb.
Phone Atlantic 6375

Moving Along Movie Row

The Legion Theatre at Wakonda, South Dakota was forced to close its doors temporarily until the generator at the city lighting plant could be rewound. Lightning struck the city plant week befor last causing the shut-down.

* * *

Mrs. Den Beste who is always interested in the success of the Loraine Theatre at Armour, South Dakota, has been quite ill for some time, but we are glad to note that she is much better and is now recuperating in the Black Hills.

* * *

Bob and Wesley Booth of Nebraska City made their regular trip to Omaha again last week. They report work progressing nicely on the remodeling of their three houses there.

* * *

H. G. Day of the Princess Theatre at Mapelton, Iowa was in Omaha last Friday and spent part of the day looking at Fred Thortson's new "Thunder Cloud" car. Mr. Day says he is going to get one just like Fred's even if he has to put a "plaster" on his theatre to do it.

* * *

"Mickey" Larson of the Majestic Theatre at Oakland, Nebr., is spending several weeks vacationing in the Black Hills and a post card from him sent from Rapid City, South Dakota states that Richard Talmadge is stopping at the same hotel, and "Mickey" says he sure is going to play a lot of Talmadge pictures from now on.

* * *

Becker & Birdsall of the B. B. Theatre at Ashland, Nebr., were visitors along Movie Row last Thursday.

* * *

Harry Anderson who operated the Community Theatre at Platte, S. Dak. about three years ago, now has the house again. Harry expects to put the theatre over in a big way.

* * *

C. D. Henderson is the new owner of the Strand Theatre at Springfield, S. Dak.

* * *

Mr. Fowler of the Chancellor Theatre at Chancellor, S. Dak., has closed his house and it is being dismanteled. Mr. Fowler has sold the equipment to Joe Bradley of the American Theatre Supply Co., at Sioux Falls, S. Dak.

* * *

R. L. Doherty has sold the Orpheum Theatre at Rock Valley, Iowa to Mr. Sebesta of Norfolk, Nebr.

* * *

Eric Albertson, who handled all the exploitation for Red Grange and also a group of theatres for C. C. Pyle, and is considered one of the best in the business will handle the exploitation for Fox Productions in the Omaha territory.

* * *

Joe Smith has taken over the Royal Theatre at Sioux City, Iowa from Morris Smith.

* * *

Angus McLean, auditor at the Paramount office in Omaha, is spending his vacation at the home of his brother at Cozard, Nebr. It is known to some of McLean's closest friends at the Paramount office that considerable Scotch blood is in his veins, and this is probably the reason he waited for an excursion before buying his ticket to Cozad.

* * *

Patrons of the Sun Theatre in Omaha will have the pleasure of seeing three of the outstanding pictures of the year at that theatre during the next two months. The management of that house has booked "Ben Hur," "The Big Parade" and "What Price Glory."

* * *

F. B. Pennington of the Rialto Theatre at Clarinda, Iowa, was seen around the Film Building last week.

* * *

E. T. Dunlap of the Lyric Theatre at Hawarden, Iowa, was an Omaha visitor last week.

* * *

F. W. Denny, owner of the Community Theatre at Daykin, Nebr., was in Omaha last week.

* * *

Roy Pierce of the World Theatre spent a few days last week in Fremont and Columbus, Nebr., on an inspection tour.

* * *

Ralph Goldberg, of the World Theatre, with his wife and mother left last Tuesday for a month's vacation in California and the Rocky Mountains.

* * *

J. Rachman, publicity and advertising manager for the World Realty Theatres returned last week from his vacation spent in Estes Park and other points of interest in the Colorado Rockies.

* * *

Frank Good of the Iowana Theatre at Red Oak, Iowa, was in Omaha last week.

K. L. Curran, popular doorman at the World Theatre in Omaha, left his post of duty a few days ago and headed for Kansas. After questioning several officials at the theatre it was learned that Curran had matrimony in mind when he left and that Overland Park, Kas., was his destination. It was there that Miss Jacquette Morrison lived, who joined him and went on to Kansas City where the couple was married on August 25.

* * *

O. H. Dutton, division manager for the National Theatre Supply Co., is in Omaha this week, and about all he talks about is the one-contract plan which was started some time ago by his company. He says the plan is working out to advantage.

Mr. Dutton and Miss Jeane Burke were married a few weeks ago in Chicago. Movie Age extends congratulations.

* * *

The Independence State Hospital at Independence, Iowa, has just bought a new projector from the National Theatre Supply Co.

* * *

American Legion, Post 299 at Albert City, Iowa, has just bought a projector and chairs from the National Theatre Supply Co.

* * *

Roy Pearson, branch manager of the Pathe office in Kansas City was in Omaha the first part of this week spending a part of his vacation. Roy and his family spent the first part of his vacation in the Colorado mountains.

* * *

M. A. Budd of the Armory Theatre at Clarinda, Iowa, was in Omaha last week.

* * *

R. A. Dillsworth of the Crystal Theatre at Crab Orchard, Nebr., was in Omaha last week arranging bookings.

* * *

E. B. McCord operator of the Lyric Theatre at Walnut, Iowa, was a visitor at the Film Building last Monday.

* * *

Charles Snyder, salesman for Fox out of Omaha, is seriously ill at his home with pneumonia.

* * *

R. E. Brown of the Lyric Theatre at Harlan, Iowa, is confined to his home by sickness, and his wife was obliged to make a visit to the Film Building last week to arrange some bookings. Ray is quite a golfer and Movie Age is mighty sorry to hear of his illness. It is hoped he recovers in time to be on hand for the Movie Age Tournament, September 12 and 13.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING AUGUST 27

RIVIERA

The Way of all Flesh.

Distributed by Paramount.

BUSINESS: Very fine.

AUDIENCE REACTION: Comment to the effect that it was the best picture seen in Omaha for many months.

HIGHLIGHTS: The happy home of the genial bank cashier hero, the trip to the city, the awakening by being tricked by a woman of the world, the thrill of later seeing his son as a noted artist and his return to his former home on Christmas eve where he is not recognized.

THEME: Emil Jannings plays the part of a bank cashier and is trusted with a fortune in bonds which he takes to the city to sell, and his yielding to temptation just once which changes forever his identity and career. He loved and respected his wife and family but in a moment of weakness yielded to the way of all flesh.

SUMMARY: A picture that is marvelously human in its appeal, and a story that carries the audience with it portraying the joys of a happy father and the sorrows of a ruined husband.

ENTERTAINMENT MERITS: 98 per cent.

RIALTO

Metropolis.

Distributed by Paramount.

BUSINESS: Excellent.

AUDIENCE REACTION: Very good.

HIGHLIGHTS: Very spectacular and futuristic, the strike of the workers and the flood of the city beneath the surface of the earth.

THEME: A story of love and life in a big city a thousand years from now, and the inventor who builds a beautiful mechanical woman that has everything but a soul and conscience.

SUMMARY: A picture far above the average program calibre, and one that will draw big because it is so different and weird.

ENTERTAINMENT MERITS: 80 per cent.

SUN

The Beloved Rogue.

Distributed by United Artists.

BUSINESS: Opened very big and held up fair at last of week.

HIGHLIGHTS: Romantic. Lots of action. A costume picture.

THEME: A story of the 15th century concerning life and loves of a celebrated poet and vagabond.

SUMMARY: A big special with a good cast.

ENTERTAINMENT MERITS: 75 per cent.

MOON

Held by Law (first half of week.)

Distributed by Universal.

The Unknown, (last half of week.) Return engagement.

Distributed by Metro-Goldwyn.

BUSINESS: Excellent entire week.

HIGHLIGHTS: "Held by Law"—the heroine's father is convicted of murder although innocent of the crime. His daughter finally clears his name.

THEME: A detective story of unusual quality and has many tense and interesting moments.

SUMMARY: "Held by Law"—a little better than the average program picture and one that will please almost any audience.

"The Unknown"—A typical Lon Chaney picture that will please all Chaney fans.

ENTERTAINMENT MERITS: 80 per cent, first half and 90 per cent second half.

WORLD

Matinee Ladies.

Distributed by Warner Bros.

BUSINESS: Good.

HIGHLIGHTS: Big shipwreck scene.

THEME: A gay tale of lonesome wives and dancing men.

SUMMARY: An average program picture.

ENTERTAINMENT MERITS: 75 per cent.

AT DES MOINES THEATRES WEEK ENDING AUGUST 27

DES MOINES

Magic Flame, Ronald Coleman, Vilma Banky.

Distributed by United Artists.

BUSINESS: Very good.

AUDIENCE REACTION: Favorable.

HIGHLIGHTS: Ronald Coleman's acting of dual role, photography.

THEME: Story of circus life in Europe.

ENTERTAINMENT MERITS: 90 per cent.

STRAND

(First half of week.)

The Bugle Call, Jackie Coogan, Claire Windsor.

Distributed by Metro Goldwyn.

BUSINESS: Good. Mostly children.

AUDIENCE REACTION: Children enjoyed it.

HIGHLIGHTS: Fight with Indians.

THEME: Jackie has a step-mother whom he does not like but who acquires his love following a battle with Indians.

ENTERTAINMENT MERITS: 90 per cent.

STRAND

(Last half of week.)

For the Love of Mike, Ben Lyon, Geo. Sydney.

Distributed by First National.

BUSINESS: Fair.

AUDIENCE REACTION: Enjoyed picture.

HIGHLIGHTS: Comedy moments.

THEME: An Irishman, Jew and Scotchman adopt a baby to which they are fathers until manhood sending him through college and helping him in a difficult position in which he is estranged through gambling and drinking.

ENTERTAINMENT MERITS: 90 per cent.

CAPITOL

After Midnight, Norma Shearer.

Distributed by Metro-Goldwyn.

BUSINESS: Good.

HIGHLIGHTS: Night club scenes, the taxi turns over.

THEME: A demure type of girl becomes like her modern sister thus losing her sweetheart's love; the two are united when the sister of flighty habits is killed.

SUMMARY: Not as good as some that this actress has made. Stage show is the real drawing card at this theatre.

ENTERTAINMENT MERITS: 80 per cent.

CURRENT RELEASES

Week ending September 3, 1927

F B O

Breed of Courage, Ranger 6 reels.

Not for Publication, Ralph Ince, 7 reels.

The Beauty Parlor, 2 reels.

The Permanent Rave, 2 reels.

Mickey's Circus, 2 reels.

News Laffs, No. 1, 2 reels.

FIRST NATIONAL

Camille, Norma Talmadge, 8 reels.

The Red Raiders, Ken Maynard, 6 reels.

FOX

Loves of Carmen, Dolores Del Rio, 8 reels.

Wintry Alps, Variety, 1 reel.

METRO-GOLDWYN

Foreign Devils, Tim McCoy, 7 reels.

The Sting of Stings, Charley Chase, 2 reels.

DES MOINES FILM MARKET

Union Employees Get Increase in Wages at Amicable Settlement

A discussion between the union stage hands, musicians, and employees of the theatres as to an increase in the wage scale resulted very amicably in the settlement for the increase. One of the national union men was present for the arbitration and their was only the slightest agitation over this usual annual discussion of contracts.

Blank Returns from Abroad

A. H. Blank and his wife and two sons returned this week from several months spent abroad where they have been enjoying a pleasure trip. A. H. Blank, largest Iowa exhibitor, affiliated with the Publix—A. H. Bank chain and an executive of First National, stated some time back that he might go into the producing end of the business himself.

Cherokee, Ia. House Remodels

Max Drefke of the Empress Theatre at Cherokee, Iowa, has been doing some work on his theatre getting ready for the fall and winter business. He has added a lot of fine new chairs and other equipment.

Plattsmouth, Neb.—The management of the Parmele Theatre has carried out a program of improvement at the playhouse, which has placed it among the best in the state.

* * *

Bloomfield, Neb.—Oscar Gros from Verdigre is the new owner of the Star Theatre here, and is now in possession.

* * *

Bayard, Neb.—Work is going forward steadily by Ralph Rogers and George Luce, in an effort to get the Ideal building in shape to soon open their new picture house here.

* * *

The complete stage equipment for the Shrine Temple at Cedar Rapids was installed by the DesMoines office of the National Theatre Supply Company. The $10,000 in equipment was put in just last week.

BRIGHT BITS *and* NEWSY NOTES

Harry Cohen of the F B O staff is very proud of the pen and pencil he won in the third or fourth flight of the Des Moines Film Board of Trade golf tournament.

* * *

Visitors in Film Row were Youngclass and Latta of Perry where they have the Rex and the Grand, Mr. Hoadley of Garden Grove, Mr. Hales of Madrid and Morris and Wolcott who are partners in the theatres at Eagle Grove and at Eldora.

* * *

J. M. Erdman of the Crest Theatre at Creston, Ia., recently purchased this theatre from Roy E. Benson. Mr. Erdman formerly had the Lyric Theatre at Harlin, Iowa.

* * *

The Isis Theatre at New Market, Ia., will reopen this fall. The theatre has been closed due to a backward season.

* * *

The theatre at Farnhamville changed hands at a recent date. J. J. Robertson bought from C. H. Worsley.

* * *

August 31 is the opening date of the new Ritz Theatre at Chariton, Ia. Delays in the building of the theatre have set the opening date at a later time than was at first intended.

* * *

The Princess, which is the new theatre at Sanborn, Iowa, was opened last week. The theatre is equipped with all the best and latest.

* * *

The Movie Theatre at Elgin, Iowa has been closed for a time while complete changes were made in the theatre. The house was redecorated and extensively repaired. William F. Miller is the owner.

* * *

Ed Shroeder has bought the Majestic Theatre at Letts, Iowa from May Ellen Gipple.

* * *

Theo. Larson of Gowrie, Iowa sold the theatre there to Nelson and Carr, who took immediate possession.

Stern Brothers have bought the Strand Theatre at Fort Dodge, Iowa from J. B. Julius.

* * *

Mr. Thornton has bought the Montrose Theatre at Montrose, Iowa, from Harry Mitchnick, who is well known over the state from his years of association with the Orpheum Theatre in Des Moines.

* * *

Edwin Shroeder is the new owner of the Midway Theatre at Mt. Pelier. The files do not disclose the name of the previous owner.

* * *

A Powers machine, Mazda equipped, has been purchased for the state hospital at Independence, Iowa.

* * *

Joe Smith, who bought the Royal Theatre at Sioux City a few weeks ago from his brother Morrie, was in Omaha last week arranging bookings.

* * *

Mrs. Van Tassell of the Armory Theatre at Clarinda, Iowa, was in Omaha last wek. The Armory is owned by Van Tassell andBudd.

* * *

Word comes that Chas. Prokop, of the Rex Theatre at Wahoo, Nebr., is confined in a hospital in Missouri. Mr. McCreary is looking after the theatre during the absence of Prokop.

* * *

Carl W. Paysen is the newest exhibitor in the ranks at Des Moines. He recently bought the Lincoln Theatre which has been under the management of Sam Sesna.

* * *

Des Moines National Theatre Supply Company officials state that business is showing a pickup for this month, which is usually dull at this time of the year.

* * *

The Crest Theatre at Creston was bought last week by Joe Erdman, who formerly had the Lyric Theatre at Harlin. Roy Benson, who had the theatre at Creston, is retiring from the theatre game.

* * *

Youngclass and Latta, who are partners in ownership of the Rex Theatre at Perry, Iowa, last week took over the Grand Theatre there. The house was sold by G. L. West.

EQUIPMENT AND SUPPLIES

Sentry Safety Controls To Be Marketed By National

The National Theatre Supply Company will market the Sentry Safety Controls, according to an agreement recently reached by National and the Sentry company.

The contract calls for National to take 10,000 machines and handle all installations and servicing. Although the Sentry organization is free to negotiate rentals with exhibitors, it will devote its future activities to re-rating the exhibitors' fire insurance following the installation of a device. The instrument reduces the showmen's insurance rates.

Although on the market but a short time, the Sentry device has won its reputation on its ability to prevent the fire hazard.

Theatre Larger Than Roxy Is Predicted by Architect

Within a few years a theatre will be built that will supersede the Roxy by 1,000 seats, is the prediction of Walter W. Ahlschlager, architect of the Roxy. The Roxy is the world's largest theatre.

In an article by Mr. Ahlschlager in the Buyers' Guide of the Motion Picture News, the architect said: "The wonderful growth of the moving picture industry is due principally to the fact that moving picture theatres sell their merchandise on the same principle as a large department store or a chain store business. In fact, almost any large business owes its growth to ever increasing volume, which means lower unit selling prices, lower proportionate overhead and operating expenses, lower unit profits, but greater aggregate profits.

Standard Protection Speed Adopted by Society

The Society of Motion Picture Engineers has adopted a standard rate of speed for projectors to run in order to get the best results in projection. A minimum of 75 feet per minute and a maximum of 85 feet per minute is the speed recommended by the society. This means the same figures for crankshaft.

Although the figures above have been adopted as being the most suitable, the speed that produces naturalness of action should be considered.

New Illumination Process in England

Ernest W. Fredman, editor of The Daily Film Renter, describes in a recent issue of The Film Daily the new Helophane illumination process which was recently demonstrated at the private London theatre of the sponsors. Patterns of sound and scene are brought into play and the inventors have applied themselves to the problem of supplementing the natural attraction of the theatre with color chromatics. Mr. Fredman's description follows:

"In view of the growing popularity of the prologue in London, this new lighting scheme is likely to play a prominent part in heightening the effect of scene and atmosphere. In conjunction with appropriate music, these softly changing illuminations are calculated to create an emotional mass-consciousness which the stage "presentation," unaided, might be unable to touch.

"At the demonstration, only a gramophone was used, but with a full orchestra, working with the alternating illusions of light and color, the effect would be even better. The apparatus is capable of instantly transforming any mural design into something totally different. The light can be so manipulated as to create a "tint poem" without actually having a colored film."

Detect Counterfeit Ticket With New Dotting Device

Protection from stolen and counterfeit tickets has been developed by the Cancellograph, an instrument marketed by the Automatic Ticket Register Corporation.

Without defacing the ticket, the machine issues the ticket with a ribbed line of raised dots on the back of the ticket. These dots can not be noticed by the patron but the doorman can feel them upon taking the ticket.

The protecting device can be attached to the Model 28, Gold Seal Automatic Ticket Register.

National Screen Service Will Write Trailer Copy For Busy Theatre Owners

National Screen Service, Inc., announces that those exhibitors who are too busy to write their own copy for special trailers may send in their ideas and the increased editorial and technical staff of the National will convert them into trailer text and return with prices, awaiting confirmation before entering the order.

Trailers will be an important factor to every showman during the 1927-28 season and the National's special department has many new ideas in animated presentation leaders for features, comedies, news reels and other units of picture programs, including overture and organ announcements.

Cloth Product for Wiping Projection Machinery

A cloth product known as T-Cloth for the wiping of machinery in the projection booth has been found popular by projectionist. The product is made by the Consumers Paper Company, of Detroit.

The cloth is laid out flat, like mill ends, approximately 20 inches by 36 inches, washed and sterilized, and is really reclaimed goods. They are made up in bales of 600 pounds, and are sold for 16 cents per pound, delivered.

Fairbanks Jr. to Play Lead In "Deadman's Curve"

Douglas Fairbanks, Jr., has been chosen to play the featured male role in "Deadman's Curve," a racing story which will go into production immediately at the F B O studios. This picture will be a screen version of the magazine story, "The Century Championship," written by Frank Richardson Pierce. Doug, Jr., will play the part of a young racing driver and automobile engineer.

Read this page every week

It will give you the important new developments in the equipment field and help you select the right equipment for your theatre.

EXPLOITATION IDEAS AND HINTS

An Extensive Campaign on "Strogoff" Breaks Records

An all-around publicity campaign was promoted by the Schagrin Brothers of Youngstown, Ohio, when they played "Michael Strogoff." The house catered to all prospects of patronage.

A window display tie-up with the Loose-Wiles Biscuit Co., placed sample packages of Sunshine animal crackers in 150 windows. A sign placed in the window stated that Strogoff would have rather met the animal crackers than the animals he met in his thrilling trip through Siberia. This attracted considerable attention.

Twelve hundred heralds printed in Slavic were passed out to the congregations of the Polish churches at the conclusion of the Sunday services.

Heralds were passed out to the children of the public playgrounds. With the cooperation of the playground directors every frequenter of the playgrounds was reached.

An essay contest was promoted with the aid of a local newspaper, the winner of which received passes to the show. Book marks and references in the public library added interest.

The house broke all summer records.

Loaves of Bread and "Man Power" in Big Tie-up

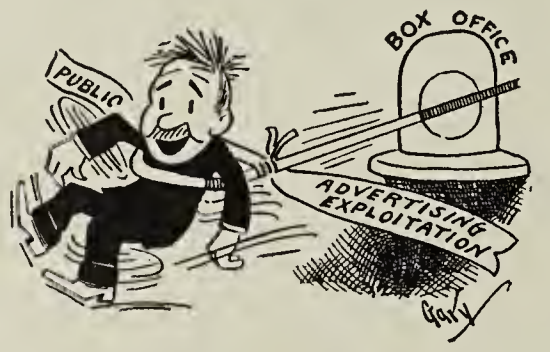
When a new loaf of bread came on the market at Colorado Springs, Col., E. P. Briggs of the Rialto got out a herald which advertised the bread and "Man Power", Paramount's picture with Richard Dix. The heralds were inserted with 20,000 loaves of bread daily for three days. Contest value was given to the stunt by advertising that a free pass was included in one loaf of bread sold by each grocer.

Business was reported good as a result.

"Rookies" Advertised By Trailer in Window

Carol McPike, of the Le Claire Theatre, Moline, Ill., set up a transparent screen in a window, and with a portable projector exhibited the trailer on "Rookies". The stunt advertised a preview on the picture, and drew a good crowd.

An AD-itorial



By R. C. "BOB" GARY

Advertising and Exploitation are the magic keys that unlock the gates of theatre prosperity and flood business with new life. They are the two factors in this business powerful enough to turn disaster into success.

Advertising and Exploitation made great headway durng the world war because they stood the test and made good in helping the sale of Liberty bonds, the Red Cross, the 18 to 45 draft and all the war activities. Theatre owners knew such advertising and exploitation brought immediate returns, hence they gained confidence and commenced more advertising and exploitation of their pictures, thus advertising and exploitation were standardized and promoted to the rank with banking and other high grade business.

The government is now a regular user of paid advertising, to help every department that should reach and have the confidence of the masses, and the government also believes in exploitation.

If you want to bring the public to your box office—you have got to advertise and exploit your theatre and your pictures. It's up to you, Mr. Exhibitor. Read the press books from cover to cover—then bill your town and exploit.

The old time inexpensive exploitation stunts are always good. Keep a stock of them in mind and use them again as the occasion demands. For instance, blotters—milk bottle tags—telephone tags—paper napkins—lawn stick-ups—paper sacks — auto tags—misspelled words — heralds — laundry boards — kodak tie-ups. If you do not know what these stunts are—drop me a line and I will be glad to give you full information regarding them in detail.

Clinton, Okla., Show Exploits Baseball Film

A splendid lobby display was the main feature of the campaign put over by Mrs. Stanfield of the Hamly Theatre, Clinton, Oklahoma, for Metro-Goldwyn-Mayer's "Slide, Kelly, Slide" in which William Haines has the masculine lead and Sally O'Neil, Harry Carey, Junior Coghlan and a host of baseball celebrities appear in support of Haines. An M-G-M exploiteer assisted.

A twenty-four foot banner was placed in the lobby. Hand painted poster panels were placed in frames with stills of the star worked into the panels. The entire lobby was redecorated as was the entire front of the theatre. Special hand painted art cards were placed in the frames with the following lettering: "The Home of Master Screen Production," "The Home of Metro-Goldwyn-Mayer Screen Presentations."

The Walton Hardware company carried a window on Reach Sporting Goods. The winning team of the Twilight League was given free tickets for the Saturday night previews. Small teasers were carried in the local paper five days in advance of the showing. Heralds were given out at the Twilight games and announcements made of the coming of the picture.

An Effective Lobby for F. N.'s "Silent Lover"

M. M. Clark of the Empress Theatre at Owensboro, Ky., made a very effective display for "The Silent Lover," a First National production. He used two cutouts, easel backed, a double illuminated twelve-foot banner, and a lobby art card, for the lobby. The cutouts were both made from three sheets, backed with beaver board, one being about five feet and the other seven feet tall. The lobby card, about two feet by four, was of black board, the lettering being in white, and the scene, painted by the house artist, in blue with cactus in gold.

Under the marquee there was a long banner in white with lettering in red and black. The tent front was in green and yellow stripes, with the midstrip in dark green.

Exploitation Holds Over "The First Auto" at Detroit

A campaign of exploitation worked out in Detroit under the supervision of Louis Brager of Warner Bros., resulted in a hold-over of "The First Auto" at the Madison Theatre where the picture had been doing turn-away business.

The Detroit Automobile Dealers Association and the Detroit Automobile Club co-operated with this Kunsky-Publix house in the framing of a big street ballyhoo in the form of a parade of old cars. Prizes were offered which brought out scores of entries claiming to have the first auto in Detroit. The affair was a traffic-stopper along the busiest districts of Woodward Avenue.

Another clever stunt in Mr. Brager's campaign was the far-reaching co-operation achieved from Lee and Cady, Michigan distributors for Cinco Cigars. Stills depicting a certain comedy gag framed about a smoker and his cigar were made the basis of a window card which was placed in 750 dealers' windows throughout Detroit and its suburbs.

Ballyhoo For "Unknown" Draws at Logansport, Ind.

An M-G-M exploiteer assisted Manager Hornback in putting over an effective campaign for Metro-Goldwyn-Mayer's "The Unknown" during its showing at the Colonial Theatre, Logansport, Indiana.

A street ballyhoo was used as one of the features in the campaign. A masked man was placed upon the street with a small sign on front and back reading, "The Unknown." He paraded through all the streets and visited all the important stores in the city.

One thousand envelopes were printed in large type reading, "Don't open if you can't stand a shock." On the inside there was a small catch reader. The masked man distributed these the day before the opening, in the streets, the stores and passing automobiles.

The lineogram puzzle was placed with one of the local newspapers and it ran the Saturday and the Sunday before the playdate. Tickets to the theatre were offered as prizes.

New Contest Idea Goes Big at the Bug, Chicago

A new idea in bathing beauty contests has greatly helped the Bug, a small neighborhood picture theatre in Chicago.

Clarence Wagner, owner and manager of the house, not to be outdone by "Miss America" contests in the larger downtown and neighborhood theatres, decided to pick his own beauties. He runs his beauty shows every Wednesday evening and gives both the contestants and the audience a worth-while treat.

Responding contestants are usually numerous, about 30 in number in each contest. The girls are each given a pair of garters. Coupons are handed each member of the audience. If there are 30 girls in the contest, there are 60 "lucky" audience coupons. The 60 in luck are permitted to come up on the stage and take one of each girl's garters —off the leg.

Inside of every garter there is another lucky coupon, entitling the receiver to a valuable prize. In addition, the three winning contestants, chosen by the audience's applause, are awarded with desirable prizes.

Despite the chances of the garter gag to become off color, the audiences are extremely orderly and refined. There have been no unfavorable instances, due to the presence of just as many women as men among the coupon holders upon the stage.

Mr. Wagner claims that business at the Bug has been greatly improved as a result of these weekly contests. You can't get within a block of the theatre on Wednesday nights.

"Marines" Exploited With Outdoor Campaign in Ill.

"Tell it to the Marines", a Metro-Goldwyn-Mayer production, was splendidly promoted for its showing at the Rivoli Theatre, Monmouth, Ill., by manager J. Hoffman. An M-G-M- exploiteer assisted the manager in preparing the campaign.

A big outdoor campaign was made for this picture, the billing consisting of several special twenty-four sheets, one-hundred cards, fifty one-sheets, and twenty-five hundred heralds.

One thousand card cut-outs were made up from a large mat of Lon Chaney, taken from the press book, and these were distributed in the various stores, offices and business houses in the city.

With the aid of a three-sheet placed in the lobby of the theatre, a shadow box was created.

A street ballyhoo was used in the form of a caterpillar tractor, which was obtained from the local road making concern. The tractor was driven through the business district for two hours the day before the opening and on the first day of the engagement. The machine was decorated with signs and banners advertising the picture.

Four large oil paintings were used, being placed in the prominent locations throughout th business district.

"Silk Stockings" and Van Raalte in Tie-up

As a tie-up for "Silk Stockings," a Universal production featuring Laura La Plante, arrangement has been made with the makers of Van Raalte hosiery to run newspaper advertisements and have window displays showing a connection between the picture and the hosiery brand. Van Raalte is a very well known name in the silk hosiery industry and is recognized as a very excellent product.

The exploitation will include window display material, counter cards and sets of photographs of Miss La Plante wearing Van Raalte hosiery. All dealers in this brand of hosiery will receive an idea sheet filled with suggestions for a special selling campaign to be built around Miss La Plante and her picture. Each salesman now on the road is carrying a portfolio illustrating this tie-up material and when he sells a bill of goods, sells the advertising idea along with it.

Newspaper ads running in size from two columns seven inches to half a page will appear throughout the country. The copy used in these ads will bear out the tie-up between "Silk Stockings" and the Van Raalte product.

Ottawa, Kas., Puts Out Eight-page Magazine

An effective weekly exploitation stunt is put over by the Crystal Theatre News, a house organ published by the Crystal Theatre at Ottawa, Kas.

"The News" is a ten-page newspaper 11 inches by 8½ inches. The paper has three columns of news on each page. The news does not pertain strictly to the pictures, but covers local happenings, short squibs on national affairs, and has a continued story. The picture news informs the reader of coming attractions and highlights of the industry.

The popularity of the publication is shown by the large amount of advertising it carries from local merchants. The circulation is 3,000 weekly.

Exhibitors---
Send Us Your Exploitation Stunts

The PICTURE GUIDE

Little Tips on New Pictures

Modern Daughters.

Distributed by Rayart.
STAR: Edna Murphy.
SUPPORT: Bryant Washburn.
TYPE: Story of the modern age.
TIME: Present.
LOCALE: A Western city.
LENGTH: 6 reels.

SYNOPSIS: Patsy Weaver, irresponsible daughter of John Weaver, attorney, has two suitors, Connor, a publisher, and Hawks, whose character is not known. Hawks secretely owns a road house, and appeals to Weaver to stop a raid. Weaver, however, writes a note to him, telling him that he is no longer wanted around his house. Connor learns that Patsy has gone to Hawks' apartment, and goes there and takes her from a wild party. Hawks becomes furious and swears revenge. Patsy induces Connor to take her to the road house. A raid takes place, and Hawks shoots at Connor but kills Weaver. Connor is arrested for the crime, convicted and sentenced to die. At the last minute Adele, a rejected sweetheart of Hawks, learns that Hawks shot Weaver, and in a thrilling race gets the governor's pardon. During the chase Hawks is killed. Connor is saved and Patsy is willing to calm down to a quiet life with him.

HIGHLIGHTS: The chase after the governor, the raid, death of Hawks on a drawbridge.

The Magic Flame.

Distributed by United Artists.
STAR: Vilma Banky and Ronald Colman.
SUPPORT: Star Cast.
TYPE: Romance of royalty and circus.
TIME: Present.
LOCALE: A Mediterranean country.
LENGTH: 8 reels.

SYNOPSIS: The Crown Prince of Illyria seeks romance and adventure away from his royal palace and seeks to win the favor of Bianca, a circus performer. A clown, Tito, is in love with Bianca and tries to break up the affair. Bianca really loves Tito, but hates the Prince. Tito comes to the Prince's room at the hotel and in a fight, the Prince is killed. Tito then sees the Prince looks exactly like the clown. Tito dresses as the Prince and is met by the embassy of his country and told to return to the throne. Afraid to deny that he is the Prince, he goes. Bianca, believing that the Prince had killed Tito, goes to the palace to kill him, not knowing that Tito is on the throne. As she is about to stab him, she recognizes Tito. The clown explains and the two go away together, leaving the throne to the Chancellor's son.

HIGHLIGHTS: Fight between Tito and Prince, Bianca's escape from the Prince, the circus. (Note: Ronald Colman plays the part of the Prince and Tito.)

Beau Geste.

Distributed by Paramount.
STAR: Ronald Colman.
SUPPORT: Alice Joyce, Mary Brian.
TYPE: Story of the French Foreign Legion.
TIME: Present.
LOCALE: Arabian desert and France.
LENGTH: 8 reels.

SYNOPSIS: A company of Legionaires go to the relief of a desert fort and find that the entire body of soldiers at the fort are killed. With this event as a prologue the story swings back to the boyhood days of the three Geste brothers, their young manhood days and romances, and the final disappearance of a valuable jewel belonging to an aunt who had raised the boys. Each of the three boys confess to the crime, and then join the Legion. They go into the desert where mutiny breaks out in the garrison, but an attack by the Arabs breaks it up. The youngest of the Geste boys survives and returns to tell of the heroism of Beau and his part in the disappearance of the jewel.

HIGHLIGHTS: The fight at the fort, disappearance of the jewel, treatment of the story.

Barbed Wire.

Distributed by Paramount.
STAR: Pola Negri.
SUPPORT: Clive Brook.
TYPE: War story from a new angle.
TIME: During the World War.
LOCALE: France.
LENGTH: 8 reels.

SYNOPSIS: Mona, a French girl, lives in a rural section of France. The peace of the countryside is broken by the war, and the scarcity of men to work the fields makes it necessary for her father to obtain German prisoners. One of the prisoners, Oscar, falls in love with Mona, and Mona returns his love. When Oscar resuces her from the advances of a French soldier, he is court martialed and Mona comes to his rescue, gaining the enmity of her neighbors. Mona's brother is reported killed and the father dies from shock. After the Armistic Oscar and Mona are driven from home, but the brother, alive but blind, returns and preaches a new doctrine of tolerance.

HIGHLIGHTS: War scenes, the court martial, the ending.

Smile, Brother, Smile.

Distributed by First National.
STAR: Jack Mulhall.
SUPPORT: Dorothy Mackaill.
TYPE: Comedy.
TIME: Present.
LOCALE: A salesman's territory.
LENGTH: 7 reels.

SYNOPSIS: Jack Lowery, a shipping clerk in the Bonfillia Cosmetic Company, is promoted to the position of salesman. When he and his sweetheart, Mildred, go to a cafe to celebrate Jack's promotion, she overhears Renrod, sales manager for Bonfillia, talking to the manager of a rival concern and discovers that he is secretly being paid by the competitor. Renrod sends Jack instructions that will prevent him from making a creditable showing. Mildred, however, intercepts the messages, and tells Jack to have a demonstration in which an apparently homely girl is made beautiful with Bonfillia products. The girl is really Mildred. Jack gets the order and is promoted to Renrod's position.

HIGHLIGHTS: Comedy situations, getting the order.

The Garden of Allah.

Distributed by Metro-Goldwyn-Mayer.
STAR: Alice Terry.
SUPPORT: Ivan Petrovich.
TYPE: Arabian romance.
TIME: Present.
LOCALE: The Sahara Desert.

SYNOPSIS: A handsome young monk forgets his vows, escapes the monastery, and goes out into the world. He meets a beautiful girl, who is warned against him by an Arab soothsayer, but the two are married. She does not understand why her husband is constantly sad. When the two are caught in a terrific sandstorm the story is brought to an emotional climax.

HIGHLIGHTS: The sandstorm, colorful Arabian scenes.

SHORT SUBJECTS

Spice of the Box Office

Cows is Cows

Universal—Two Reels

The villages of Piperock and Paradise are still at each other's throats in this two reel comedy Western. When a challenge is sent to Piperock for a fight, somebody jabs Pee Wee Holmes with a pin that makes him suddenly stand up, thereby indicating he is willing to fight. Groomed for the event as the "pride of Piperock", Pee Wee enter the ring knowing little about fighting. The Paradise scrapper knocks Holmes all over the place, until Holmes head hits his oppenent's head which results in a knockout for Paradise, and Piperock's fighter is aclaimed the hero.

Queens Wild

Educational—Two Reels

Estelle Bradley as the Bride takes a dual role—that of herself and her twin sister. The Bridegroom experiences extreme difficulty because the Twin keeps coming into the room and he can't tell whether or not it's his wife. The Twin starts flirtations with the Bridegroom which arouses the anger of the Bride. The Bridegroom lets the Twin pet him, thinking she's his wife, and then the wife beats up on both of them. But the matter is soon straightened out and things get back to normalcy.

The Flag

Metro-Goldwyn—Two Reels.

Here is a two-reel historical drama made entirely in Techni-color. Its main idea is to trace the history of the flag and it is done in a pleasing manner. A romance is threaded through it in order to give special interest. A British officer steals through the American lines to visit his wife who is about to become a mother. He hides in the folds of the American flag in the home of Betsy Ross where Washington discovers him and grants his liberty.

Love 'Em and Weep

Pathe—Two Reels.

Mae Busch is seen as a little gold digger who takes delight in breaking hearts. When she learns that married men fall the hardest, she starts to pick on an old friend. The former friend tries to bribe her to quit but Mae wins out. It will please.

Dumb Belles

Educational—Two Reels

STAR: Billy Dooley.

The cousin who operates girls' seminary the best for one day will inherit the school. Billy's cousin, a teacher, is the principle's pet. Billy, a sailor, comes ashore to run the school. He plays games instead of teaching and the gymnasium turns into a dance hall. The cousin gets him to ring a fire bell which Billy thinks is the school bell. When the fire department arrives, Billy fights the wiremen off with a hose. The sailor is finally ousted but he starts an open air school across the street and all the girls leave the seminary to join Billy's school. A lot of slap-stick in this, but the fun is good.

On Furlough

Universal—Two Reels.

STAR: Sid Saylor.

Sid and his sergeant don't get along. Each doesn't know that the other is in love with the same girl. When Sid gets a furlough in France, he picks up a load of war trophies and starts down the road to meet his girl. He drops her picture which the sergeant picks up, and the secret is discovered. The sergeant follows Sid to the meeting place where a chase takes place in which Sid emerges the victor. Chase stuff with new angles and good comedy situations.

A Wolf in Cheap Clothing

Fox—Two Reels.

Jerry's girl is hard up because her father, a medicine vender, can't sell his wares. Jerry, disguised as girl, hits a hammer over the feet of some passers-by at a fair, which brings business to the old man. His trick is discovered, so Jerry turns a zoo loose and the people are chased all over the grounds. This act brings plenty of business to the father, and Jerry and his girl find every thing in harmony once more.

Scents and Dog Sense

Pathe—One Reel.

A Grantland Rice sport picture in which fox hunting is the central idea. There are some good shots of bird hunting in the south. Some scenes in Utah showing the shooting of sagehens are especially interesting.

Under the Bed

Universal—One Reel.

STAR: Charles Puffy.

A great deal of action is crowded into this single reeler. Puffy is patiently waiting for his wife to return to the apartment from down town. A pick-pocket, disguised as a woman, seeks protection in Puffy's room, and kind-hearted Charley hides him under the bed. A bride who lives next door is being pursued by a savage father, and she seeks refuge in Puffy's room. Puffy hides her under the same bed. Then comes the wife pursued by a motorcycle cop. When she finds the two women under the bed, a three-cornered chase takes place until matters can be explained.

Up in Arms

Educational—Two Reels.

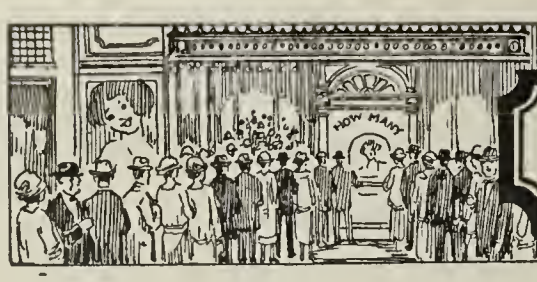
STAR: Dorothy Devore.

Dorothy's father is an inventor of a new type of airplane and her two suitors are candidates for taking it on its first flight. On the auto ride to the field, the dumb driver nearly wrecks the car. At the field Dorothy's foot gets caught in a dangling rope and the plane takes her up by her feet. The driver of the car gets caught in another plane. There is a parachute jump, exciting stunts in the air, and situations that are funny. There's no plot, but the hokum will get the laughs.

"By George"

Universal—Two Reel.

George comes face to face with the beautiful Blanche in an auto smash-up and falls in love at first sight, but he learns that she is engaged to the crafty Jack Dalton. To be near the girl he hires out to her mother as chauffeur. Blanche hates Jack and loves George. Dalton forces the screaming girl into the car and orders George to drive them to the justice of the peace. When they are on the road a detective comes looking for Jack Dalton, who is wanted for bigamy and many other crimes. A frantic chase follows. George leaps from the car with the girl, leaving Dalton in the runaway automobile which craches into a cliff and explodes, blowing Dalton sky high and then landing him in the arms of the cops.



BOX-OFFICE REPORTS

F B O

Arizona Nights, Fred Thomson.—Another good one from a real western star. Drew a full house and pleased them all.—Ray W. Musselman, Princess, Lincoln, Kans.

The Blue Eagle—Rather a poor picture. There was one good fight which helped, but the plot was inconsistent. A very ordinary program picture that could not be used for a special at all.—H. V. Ritter, McDonald, McDonald, Kas.

City—I consider this an excellent picture because it had all the necessary elements—love, action, and comedy. This would not do for a special; would be a good Sunday attraction.—H. W. Batchelder, Galt, Galt, Colo.

Bull Dog Pluck, Bob Custer—Custer has made better pictures than this one, but it was satisfactory.—R. A. Preuss, Arvada, Arvada, Colo.

Dead Line, Bob Custer—Print in good shape on this Western. Picture pleased.—A. H. Mathias, Dillsboro, Dillsboro, Ind.

Laddie—We had the largest audience of the season for this one. This is an exceptionally good picture; good enough for Sunday or special showings. Merits a good advertising program.—A. H. Mathias, Dillsboro, Dillsboro, Ind.

Lure of the Night Club, Viola Dana—Miss Dana has made better pictures than this light program film.—R. A. Preuss, Arvada, Arvada, Colo.

FIRST NATIONAL

Overland Stage, Ken Maynard.—Even high priced Harold Lloyd is not a better attraction than Ken Maynard. We can hardly accommodate our patrons on Saturday night when we show a Maynard picture.—L. E. Palmer, Postville, Postville, Ia.

The Lost World.—Made some money on this in spite of the fact that I played it too late. A wonderful picture.—L. E. Palmer, Postville, Postville, Ia.

Affairs of the Follies.—In spite of bad weather this picture drew well. It is a good production, although not particularly well adapted to small towns.—L. E. Palmer, Postville, Postville, Ia.

The Making of O'Malley, Milton Sills.—This spicture pleased the moderate sized audience which came although the weather was hot.—Kewey L. Kisor, Sterling, Fairmont, Neb.

FOX

No Man's Gold, Tom Mix.—As good as any Mix's pictures and it sure drew some real business.—Ray W. Musselman, Princess, Lincoln, Kans.

METRO-GOLDWYN

Rookies, Karl Dane, Geo. K. Arthur.—About as funny as they make them and will fill the house and satisfy.—Ray W. Musselman, Princess, Lincoln, Kans.

Tillie the Toiler, Marion Davies.—Marion is excellent in this. Lots of fun and humor, with excellent ending.—William Noble, Capitol, Oklahoma City, Okla.

The Scarlet Letter, Lillian Gish—A very fine picture, but a poor box office attraction for a small town. It does not have enough action and is not bright enough.—H. W. Batchelder, Galt, Galt, Colo.

PARAMOUNT

Man of the Forest, Jack Holt.—Very entertaining. Jack is a favorite here. Had many tourists.—W. A. Hillhouse, Lyric, Glasco, Kans.

The Way of All Flesh, Emil Jannings.—One of the best pictures and you can't beat it for interest.—William Noble, Capitol, Oklahoma City, Okla.

Hula, Clara Bow.—Clara out-natives the natives in this one. This picture is sure to please everyone.—William Noble, Criterion, Oklahoma City, Okla.

Soft Cushions, Douglas MacLean.—Plenty of action and full of pep. A splendid entertainer.—William Noble, Oklahoma City, Okla.

Beau Geste, Ronald Coleman—This is an extra big production and warrants a big advertising campaign. We had full houses for three days at a larger admission price. Very good for either special special showing or Sunday.—H. V. Smoots, Vine, Mt. Vernon, Ohio.

Quicksands, Richard Dix—A fairly good picture. It looks like it had been made some time ago and touched up.—H. V. Smoots, Vine, Mt. Vernon, Ohio.

PATHE

Up in Mable's Room, Marie Prevost.—The picture satisfied and they talked about it for a week. Sure worth running.—Ray W. Musselman, Princess, Lincoln, Kans.

STATE RIGHTS

Dancing Days, Helene Chadwick.—A very good picture. Film in fine shape. Showed two-reel comedy with it.—W. A. Hillhouse, Lyric, Glasco, Kans.

Men of the Night, Herbert Rawlinson.—Fair but rather slow, although it pleased very well.—W. A. Hillhouse, Lyric, Glasco, Kans.

God's Great Wilderness, Lillian Rich.—This one is bigger than many specials. Pleased every one. Advertising accessories very attractive.—Otto Clark, Electric, Anderson, Mo.

His Rise to Fame, Geo. Walsh.—Back any of Walsh pictures. They please.—Otto Clark, Electric, Anderson, Mo.

A Streak of Luck, Buffalo Bill, Jr.—This with Phantom Police serial gave us one of the best programs we have ever run. Our patrons were delighted. We played this against Paramount opposition and knocked 'em cold.—Victor Cason, Cason, Osceola, Mo.

Speed King, Richard Talmadge.—fine action picture as good as any picture Doug Fairbanks ever made. That is what my audience said.—L. R. Richolson, Isis, Lucas, Kans.

The Man in the Shadow, Myrtle Steadman.—One of the best I ever played. Print perfect. I have played independent pictures over sixteen months. The bad ones have been very few. I received my money's worth and wonderful treatment. Why take abuse from the big companies. Even Uncle Sam can't get along with them.—L. R. Richolson, Isis, Lucas, Kans.

Dancing Days, Helene Chadwick.—A real drama of jazz age. Spicy—not a dull inch in the six reels. If you pay twice the price you can't get a better one. Play it.—S. M. White, American, Keytesville, Mo.

EXHIBITORS—

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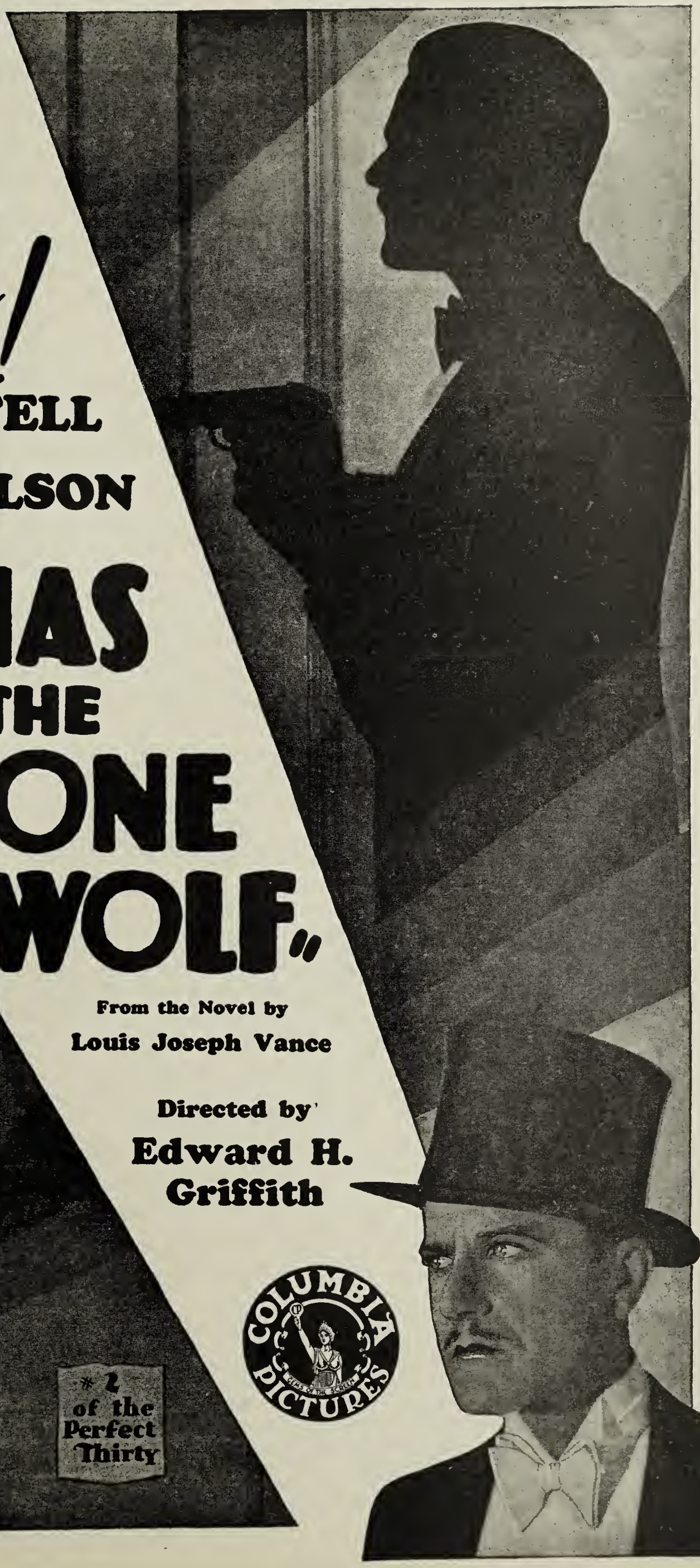
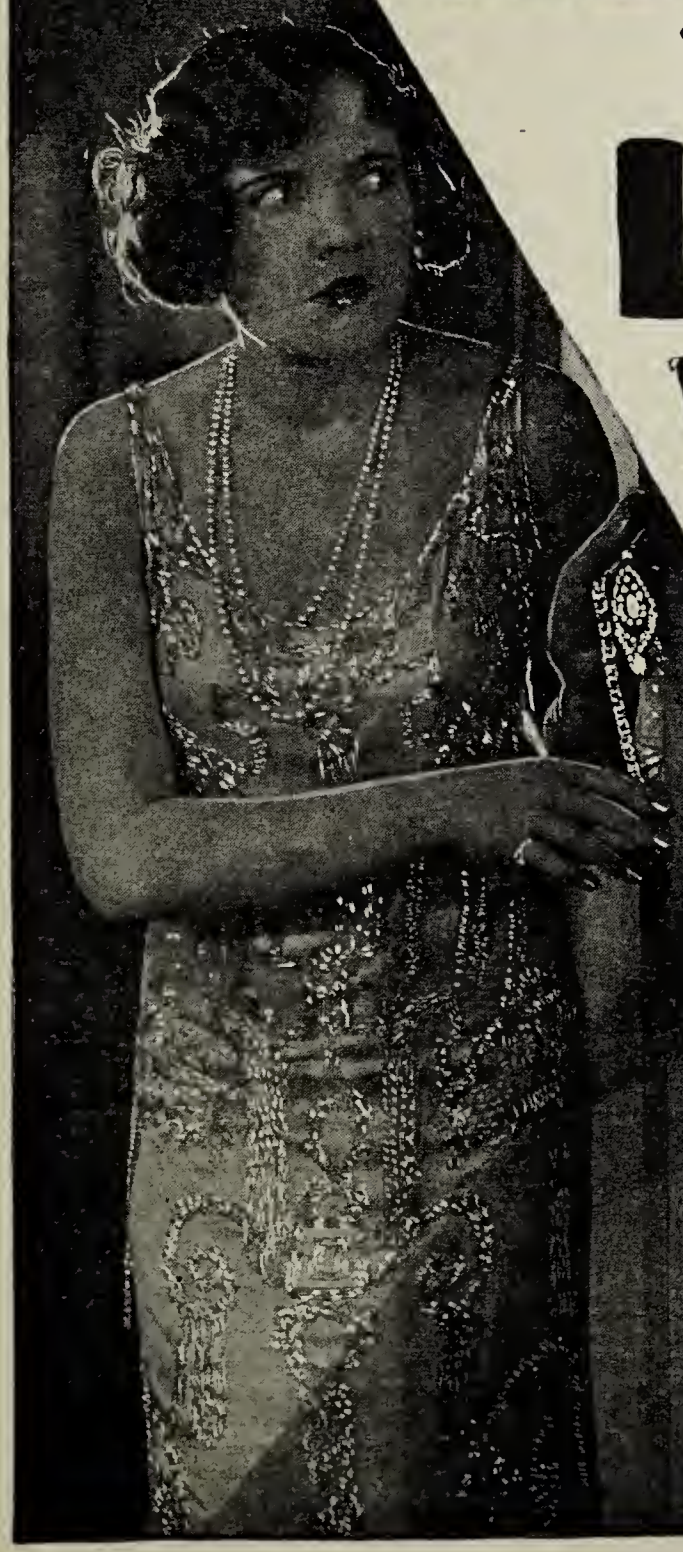


BERT LYTELL
and
LOIS WILSON
in

"ALIAS THE LONE WOLF"



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Directed by
Edward H. Griffith

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MOVIE AGE

Volume V | OMAHA, NEBR., SEPTEMBER 10, 1927 | Number 42

THE BEST FOR M-G-M

HAL ROACH COMEDIES
10 OUR GANG
10 CHARLEY CHASE—10 ALL-STAR
10 MAX DAVIDSON

M-G-M NEWS
104 Great Newsreels

M-G-M GREAT EVENTS
6 in Technicolor

M-G-M ODDITIES
25 UFA
Marvels

WE'RE WITH
M-G-M NOW!

(good fellows always get together)

A Business Magazine
for the Film Trade in Iowa and Nebraska

"The response of the public to Universal's 'Les Miserables' is little short of amazing!* The public is flocking to see it in New York. Victor Hugo is still being read. The picture is Hugo's work sincerely and very humanly screened."

W. A. JOHNSTON
Motion Picture News

*At noon on Sunday, August 28th, the box office at the Central Theatre was forced to close while the police attempted to clear a passageway in front of the theatre. 10 minutes before the box office closed, every seat for the afternoon and evening performances had been sold, so that in order to take care of the overflow a special six o'clock performance was arranged and sandwiched in between the matinee and evening shows. Even this extra performance was insufficient to take care of the crowds and the theatre was compelled to sell standing room only and turn them away — — — *that's Universal's sensational special "Les Miserables!"* Standing room only at every performance to date—this is fact! Check with "Variety's" report on the Central Theatre.

EDITORIAL

AS he slept—came death. Thus is marked the passing of Marcus Loew, one of filmdom's greatest leaders. It was a peaceful death characteristic of the quiet, gentle nature that was so much a part of Marcus Loew in life.

The story of his life reads like an Alger novel. Starting work at nine years of age, with practically no schooling, Mr. Loew was destined to become one of the leaders in the vaudeville and motion picture world. He was truly a pioneer in the business of motion pictures, entering the field at its very inception, after he had establish a chain of penny arcades.

Mr. Loew was first an exhibitor and then he combined vaudeville with the pictures he was showing in his large chain of theatres. His entry into the production of motion pictures came with the taking over of the Metro Pictures Corporation, which he later merged with Goldwyn Pictures. In a comparatively short time the business acumen and genius with which Marcus Loew conducted all his other enterprises built this producing organization into one of the most formidable in the industry. His organization has produced many of the screen's outstanding successes, among them "Ben Hur", which, despite many set-backs that mounted its production cost to a fabulous sum, has proven worthy of its large investment through its magnificence and will set a record in gross receipt figures.

Marcus Loew was a man who was quick to recognize ability in others. He vested much faith in youth and surrounded himself with an organization of young manhood in every department of his enterprises. And he brought to the forefront many stars, directors and production executives.

The passing of this great leader, just in the prime of life, is an irreparable loss to the motion picture industry and as well to the entire world of entertainment. He was beloved by all who knew him—he was admired by friend and foe alike. He was a man, gentle in spirit and high in his ideals.

SINCE there has been so much discussion as to whether or not a straight picture policy would be better for picture houses than the present vogue of presentation that has taken hold of first run houses, it is interesting to note the results of a ballot taken by a first run house in Kansas City among its patrons.

This theatre, the Liberty, never has gone in for presentation, although from time to time presented short stage acts, but never anything elaborate. This theatre is situated on Kansas City's main street between a Publix presentation house and a Publix extended run house. Further down the street is a new Loew theatre, which will, undoubtedly, go in for elaborate stage presentations, and a block away is an Orpheum combination picture and vaudeville house, featuring the stage band idea. The other first run houses here are one of the Pantages circuit, which naturally presents vaudeville, and the Globe, featuring Vitaphone attractions.

Naturally the management of the Liberty was desirous to know whether it would pay to change its policy with the opening of the fall season, so the poll was taken. Four thousand six hundred and thirty-seven votes were cast by patrons. Of this number 3,458 voted for pictures, exclusively. The remaining 1,179 votes were cast for presentation. The result, as the figures show, was 3 to 1 in favor of pictures exclusively.

For the theatre owners who are in doubt as to what policy to operate under, a vote among their patrons should help them decide. After all, the public is the one that is to be pleased. Give the public what it wants and the box office will take care of itself.

However, pictures for picture theatres, in our belief, will pay the best in the long run.

Are you interested in

BETTER PICTURES ?

With no expense to yourself do you wish to eliminate the inferior productions from the screens of America? Do you want to assure yourself of quality screen offerings?

Then

Join the

Better Pictures Club

Send in your box-office reports 100% on the pictures you play every day —every week!

Pledge

I, _____, do hereby apply
(name)
for membership in the

Better Pictures Club

through which I shall help to eliminate inferior pictures from the screen by sending in 100% the box-office reports on the pictures played at the_____Theatre

_____, _____
(town) (state)

every week to

MOVIE AGE, Omaha, Nebr.

Send me blanks to be made out every week.

HERE'S THE KEY THAT OPENS THE WAY

MAIL IT TODAY

Laemmle Writes Motion Picture Articles for Saturday Evening Post

In the August 27 issue of the Saturday Evening Post there appeared the first of a series of articles by Carl Laemmle dealing with the motion picture industry. It is titled "From the Inside" and deals with the business side of this industry.

There are many people among the general public who may be able to tell the age, former husbands and present color of hair of every prominent woman on the screen, and can probably relate in an awestruck voice the salary with which her press agent credits her, but who know nothing of the vast, highly complicated, business-like phase of this strange industry, known as distribution. It is with this that Laemmle deals in his first story.

The whole industry will benefit by Laemmle's work. The public will have a better understanding and appreciation of motion pictures when it learns to know more of how pictures are made and the complicated and difficult process of placing them before the eyes of the world.

In succeeding articles Mr. Laemmle will take up production, advertising, publicity and exploitation, exhibition—in fact all the branches of the eighth largest industry in the United States. He will tell of the development of the picture theatre from the little store show, which was his first contact with this business, to the gorgeous cathedrals of the motion picture of today.

The motion picture business represents a total investment of $1,500,000,000, says Mr. Laemmle. Of this amount $1,250,000,000 represents 15,000 theatres. Film exchanges and studios represent $250,000,000. Of the 300,000 persons engaged in the industry only 50,000 are occupied in production.

Fifty million persons attend the picture theatres in America, Laemmle explains. The American public paid $620,000,000 in admissions during 1926. During the days of the "store shows," nickleodeons, and shooting gallery theatres, only a few thousand represented the daily attendance. Today 7,000,000 patrons attend the theatre daily. The seating capacity of the 20,500 theatres in America is 18,500,000.

Seventy-five million dollars annually is the pay roll in the studios. For newspaper and magazine advertising, $15,000,000 a year is spent. Photographs, engravings, slides, booklets and other accessories come to $7,000,000.

Chicago Strike Settled by Compromise Agreement

Mayor Thompson's Meeting With Unions and Exhibitors Results in Satisfactory Settlement of Dispute

Chicago picture theatres re-opened last Sunday after having been closed for nearly a week as a result of a lockout by the exhibitors and a strike by the operators.

The dark house situation came to a peaceful climax after representatives of of the various unions and exhibitors association met with Mayor Thompson. The mayor said he represented the public which wanted moving pictures over Sunday and Labor Day. Although the terms of the agreement were kept secret, the final settlement was a compromise.

The stagehands' contracts expired last week and they had joined forces with the operators. The dispute was reported settled. The Musicians Union contract expired the week before, but negotiations for a new contract are under way. It was reported later that under the terms of the compromise the stage hands would receive an increase of between 7 and 8 per cent, or three-fourths of what they asked. It also was reported that the operators would get a fulfillment of existing contracts.

Fifteen thousand persons were thrown out of work as a result of the strike and lockout. Theatrical investments of more than 75 million dollars were tied up, and more than 1 million dollars were lost in receipts by the 400 theatres that were closed.

Minneapolis Pantages Theatre Now Features Screen Instead of Stage

At the Pantages Theatre in Minneapolis a change of policy has been effected, consisting of eliminating all but one act of vaudeville and making the picture the feature of the program.

Two record-breaking weeks were established when "What Price Glory" was shown as the picture with a single act of vaudeville. This program is shorter than that of most picture presentation houses. The first week under the new policy the Pantages did $15,000 and the second week was expected to reach about $10,000, which is greater than the average week for the usual combination of complete vaudeville and pictures.

No More Division Mgrs. For U. A. Under New Plan

Al Lichtman, general manager of distribution for United Artists, has realigned the U. A. sales force so that all divisions have been merged into one big national selling unit. The position of divisional sales manager has been discontinued entirely and all executives who held these posts have been appointed to other duties.

Paul N. Lazarus, hitherto western and southern division sales head, has been appointed to the newly-created post of sales promotion manager, one of his duties being to edit "United Action", house organ to be issued in September. Creson E. Smith, Middle West sales manager, has been named assistant general sales manager, and Moxley A. Hill, Eastern sales head, takes over management of the new contract department.

Little Press Note

"In A Moment of Temptation", "The Mojave Kid", yielding to "South Sea Love" and together with "A Legionnaire in Paris" and "The Slingshot Kid" "Shanghaied" "The Ranger of the North" and aroused the indignation of "Jake the Plumber" who promises to be a "Harvester" of dollars for exhibitors.

Auxiliary Department New M. P. T. O. Service To Advise Exhibitors

President Woodhull and Business Manager O'Toole of the Motion Picture Theatre Owners of America have created a new division known as the Theatre Auxiliary Department which will serve exhibitors along any line pertaining to the handling of their theatres with the exception of exploitation and advertising which will be handled through the Exploitation Bureau now in process of development.

The new department will be glad to tender advice to any exhibitor on such matters as building, remodeling, locating or furnishing a theatre, giving information regarding accessories, etc., whether the exhibitor is directly attached to the national organization or not.

Marcus Loew, President of M-G-M, Dies Suddenly

Theatre and Producing Magnate Passes Away While Sleeping; Had Been Ill Several Months

Death came quietly upon Marcus Loew at 6:50 o'clock Monday morning, at his home in Glen Cove, N. Y. He was in the midst of slumber and that temporary sleep was transformed into the last slumber from which there is no awakening.

He had been suffering from a heart affection for several months. A physician had been with him the entire night just before his death and at his bedside were Mrs. Loew and his two young sons. He was 57 years old.

Two months ago Mr. Loew was taken to Saratoga in the hope that the change might prove beneficial. His condition took a turn for the worse the first of last week, however, and he was brought home on his yatcht, the Carolina, which landed him on a pier on his Glen Cove estate, "Pembroke," one of the show places of Long Island.

Marcus Loew was owner of one of the largest chains of theatres in the world and president of Metro-Goldwyn Pictures Corporation. He was recognized as one of the most important figures in the film industry.

He opened his first motion picture theatre in Cincinnati and New York when the industry was young, converting his penny arcades, which were making him rich, to this purpose. His entrance into the vaudeville field likewise was modest, but it helped to swell the profits that already were pouring in.

Exploiting the opportunities in cheap amusement by opening new theatres as fast as profits from the existing ones permitted, the former furrier found success to compensate for early failures in other business endeavors. In New York City alone more than 8,000 persons at one time were entertained each night in Loew theatres and his daily receipts ran into hundreds of thousands of dollars.

Marcus Loew was born in New York City, May 7, 1879. His schooling was meager, having been interrupted when he went to work at the age of 9 years.

The great number of theatres which he has started will remain as a monument to the efforts of this mighty film magnate.

Fox Short Subjects Are Announced for First 3 Months of New Season

For the first three months of the 1927-28 season, the Fox short subject schedule as announced by E. T. Gomersall, short subject sales manager of Fox Films, will include five comedies, six Varieties, and the usual issues of Fox News.

The release date of the first Variety, "The Salmon Run", is set for August 21. It shows the athletic salmon and their struggle upstream toward home. "The Kangaroo's Kimono," first animal comedy of the new season, is scheduled for August 28.

On the September program are "Twenty Legs under the Sea," an Imperial, is listed for September 11. "Sky Frontiers" a Variety picturing an ascent to the icy peak of the Bavarian Alps, is scheduled for September 4. "A Fool and His Money," new Van Bibber comedy with Tyler Brooke in the title role suported by Duane Thompson, may be seen September 25; then there's "Under Colorado Skies," a Variety reel showing the magnificent scenery of the Rocky Mountains of Colorado.

October will bring the following: "Her Blue Black Eyes", second of the Imperial comedy series, on October 9. "Argentina," a Fox Variety October 2 release, pictures the charm and beauty of this picturesque South American republic; another Variety for October 16 will be "Northern Alaska Today", a scenic adventure depicting the striving of man against nature; an animal comedy, "Capt. Kidd's Kittens," is scheduled for October 23, and finally, "The Romantic Alhambra," a Variety to be released October 30, shows Old Spain, its quaint gypsies, and the atmosphere of Moorish days.

"The Darling of the Gods" To be Henry King Picture

Henry King will direct "The Darling of the Gods", Morris Gest's first film production, it was announced last week from Hollywood by John W. Considine, Jr., General Manager of Joseph M. Schenck Productions.

The leading character of the Japanese Princess Yo San will be selected by Mr. David Belasco, who produced "The Darling of the Gods" on the stage with Blanche Bates in the Yo San role. Also, David Belasco was co-author of the play with John Luther Long.

Mr. King, who directed "Stella Dallas," "Tol'able David," "The Magic Flame" and other distinguished films, leaves Los Angeles next week for China and Japan for research work and to study atmosphere and locales in the Orient, preparatory to direction of "The Darling of the Gods", which will be produced by Morris Gest in association with Joseph M. Schenck.

Production of "The Darling of the Gods" will be begun in December, 1927, at the United Artists Studio in Hollywood.

Block 1-Sheet is New First National Accessory Service

First National's advertising and publicity department has a new accessory. This time it is a four-color block 1-sheet suitable for the lobby frames of the high class big first run theatres and for sniping on old buildings, fences, telegraph poles and ashcans. The block 1-sheet will attract the eye and hold the attention, it is claimed, wherever it is posted.

This is a service which will be much appreciated by exhibitors many of whom discard the pictorial 1-sheets and have block 1-sheets of their own made up. The bigger theatres in particular are not using the pictorial 1-sheets in the lobby as they did in the past, preferring especially painted art cards prepared by their staff artist. The customary lithograph pictorial 1-sheet does not lend itself to sniping, which is strongly in favor with small and large film theatres alike.

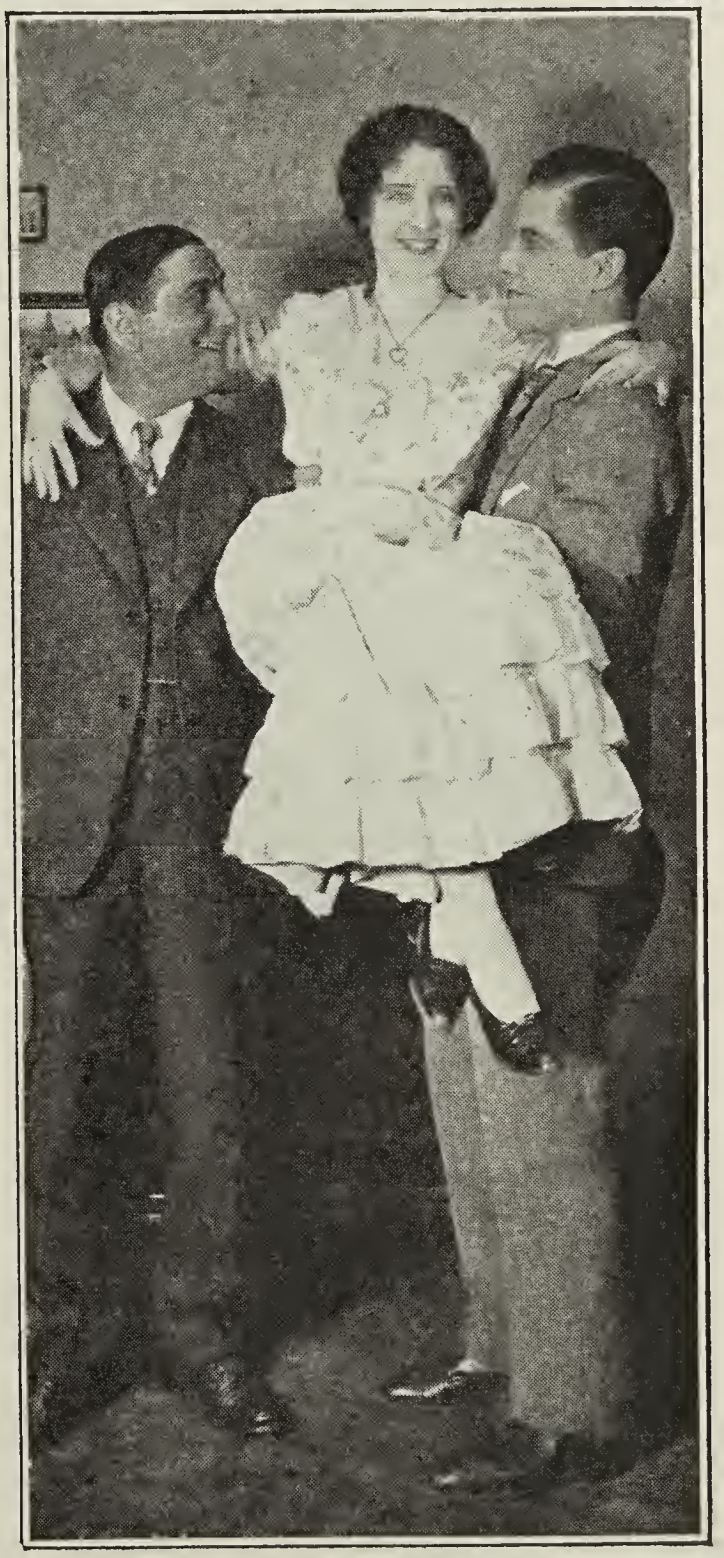
First National's block 1-sheet will be supplied with all future releases, starting with "The Crystal Cup." It will be printed in four colors, with the picture's title in type large enough to stand out vividly no matter where posted.

McDonald to Play "Kelly" in New Universal Comedy

Universal's frantic search for a typical "Kelly" to appear in the farce comedy, "The Cohens and Kellys in Paris", which is soon to start production under the direction of William Beaudine, was ended this week with the announcement that the coveted part would be played by J. Farrell McDonald. George Sidney has already been signed for the role of "Cohen", Kate Price as the genial Irish mother, and Vera Gordon as "Mrs. Cohen".

PICTURE NEWS *Told in Pictures*

Rod La Rocque and Phyllis Haver in a scene from "The Fighting Eagle", a Pathe-DeMille feature.



Norma Shearer is seen here being supported by Ramon Novarro and Ernst Lubitsch. Miss Shearer and Novarro are starring in "The Student Prince" which is being directed by Lubitsch for M-G-M.

Arthur Maude is the author and director of the three Romance Productions, "The Vision," "The Blue Boy", and "Mona Lisa." These pictures in natural color are released by Educational.

A scene from "The Blood Ship", Columbia's melodrama of the sea, which is winning public favor everywhere.

PICTURE NEWS *Told in Pictures*

Greta Garbo in a scene from one of her former triumphs, "The Torrent."

Jimmy Finlayson and Martha Sleeper, stars in Hal Roach comedies for Pathe, take a little exercise.

Al Christie is seen here looking over some of his beauties for the purpose of finding one of the right size for a coming Educational picture.

Lillian Gish, whose latest starring vehicle for M-G-M is "The Wind". Her next will be an adaptation of Channing Pollick's original stage success "The Enemy."

"Rare Bits" New Single Reel Addition to Pathe Short Subject Program

"Rare Bits"—the new single reel series on the Pathe 1927-28 short feature program—are just what the name implies, rare scenes of rare places. Beth Brown, writer of note, editor of more than 30 short reels and authoress of several screen stories, is editing the series of 12 subjects. "An Oriental Album" is the first of the series, being released on August 28.

This new series, produced by Record Films, Inc., will present a variety of ideas, telling the story of each specific idea with exceptionally smooth continuity. First the producer has worked from a definite idea, a story, one that every audience will be interested in, and then that idea has been demonstrated with rare-bits of films and titles.

Reform Organizations Plan a Campaign for Sunday Restrictions

Theatres would be one of the most hard hit commercial enterprises should success come to the national "blue" law campaign now being launched by the Lord's Day Alliance, supported by the Methodist Board of Temperance, Prohibition and Public Morals, the Anti-Saloon League and other reform organizations.

Appeal now is being broadcast throughout the nation for funds to finance a "Sour Sabbath" drive. The plan of action calls for Federal and state laws restricting Sunday activities.

An active lobby of reformers will be on hand when Congress reconvenes, and the appeal is expected to equip them with sufficient finances to make their efforts more effective than ever.

Tryon in Another Feature

Glenn Tryon will play the featured supporting role in "Thanks for the Buggy Ride" which will be Laura La Plante's next starring vehicle for Universal, it has been announced by studio officials.

Tryon is a recent graduate from the short comedy ranks and is considered one of the most promising young screen players in the industry.

Alice Lake Returns

Alice Lake has returned to the screen in Leatrice Joy's latest starring film ""The Angel of Broadway," directed by Lois Weber for Pathe - De Mille.

Marcus Loew Passes On

Columbia Signs Reed Howes For Windsor Film

Because of his creditable performance in "Rough House Rosie" starring Clara Bow, which drew favorable comment both from the critics and the audience, Reed Howes has been selected for the masculine lead of "Say It With Sables." This production will star Claire Windsor in one of the most pretentious offerings of Columbia's 1927-28 program.

"Say It With Sables", will be one of the eight specials scheduled by the company among "The Perfect Thirty", and is listed as an early release. Production starts immediately under the direction of Walter Lang.

Dole Prize Winner is Seen in Educational Comedy

Art Goebel, winner of the Dole prize for the San Francisco-Honolulu flight, made his last movie apearance previous to his air race, in Dorothy Devore's comedy, "Up in Arms."

Goebel, one of Hollywood's best known stunt flyers, drove one of the planes used in the thrilling airplane sequence in this picture, which marks Miss Devore's return to the Educational Pictures banner.

Betty Bronson is reported to be sought by British National Pictures for a role in "The Constant Nymph." Negotiations previously had been conducted for services of Dorothy Gish.

"Old-Timers Club" to be Organized For the Oldest Showmen in Middle West

Who is the oldest exhibitor in your state? Who has been operating a moving picture theatre longer than anybody else? This publication is organizing the "Old-Timers Club." The membership will be limited to the oldest exhibitor from the standpoint of service in each of 17 middle western states.

If you know a showman whom you believe to be the first exhibitor in your state, call his attention to this article and tell him to send in his application and give reasons to prove he was in the field before anybody else.

We are going to ask each of the club's members to write a little story for us and describe some of the humorous incidents of the early-day show business. Lots of funny things happened way back when showmen bought their service by the week, when an empty store served the purpose of a theatre, and the machines were operated by turning a crank. Let's hear all about it.

Send your application to the "Old-Timers" editor in care of this magazine.

Six Short Subjects on M-G-M's September List

Metro-Goldwyn-Mayer's short subject program sweeps into full swing with the release of one late August and six September short subjects.

The late August release is that of an "African Adventure," the first of the series of twenty-five Oddities produced for M-G-M by UFA.

On September 3 the first Hal Roach —Charley Chase Comedy, "The Sting of Stings," is released.

"Jewels of Venice" the second UFA Oddities release is scheduled for release September 10.

The first of the ten Hal Roach All Star series, "Sugar Daddies," is scheduled for September 10. The featured players in "Sugar Daddies" are Stan Laurel, Jimmy Finlayson, Edna Marian and Oliver Hardy.

"What Every Ice Man Knows" is the first of the series of ten dialect comedies starring Max Davidson which are also being produced by Hal Roach. Release date of this subject is September 17.

The third release of the twenty-five UFA Oddities, "Soaring Wings," will be released on September 24.

A second release, and the last of the month, is also scheduled for September 24. The title is "Yale vs. Harvard," the first of the ten Hal Roach "Our Gang" Comedies for M-G-M.

N-E-W-S B-R-I-E-F-S

Ralph Kohn has been appointed treasurer of Paramount Famous Lasky Corp. Korn has been assistant secretary-treasurer since the organization of the company.

* * *

Will Rogers has been named "'Congressman-at-Large" by the National Press Club. Rogers is now in Washington making the exteriors for First National's coming attraction, "A Texas Steer."

* * *

Columbia is publishing a house organ known as "Columbia Chats." Its purpose is to keep the sales organization in constant contact with production information. Alex Moss, publicity director, is editor.

* * *

Lillian Gish will not appear in any of the three pictures that D. W. Griffith will make for United Artists, it was learned this week.

Paramount has signed a new contract with Emil Jannings for his services in four pictures a year.

David Bershon has been named special representative for United Artists. Bershon has been in the film business 16 years.

While enroute to Washington, D. C. on his return to the White House, President Coolidge and his party will see two of Warner Bros.'s latest and best pictures, "Slightly Used" and "The Bush Leaguer." A miniature theatre will be arranged on the train under the supervision of H. D. Johnson, chief electrician for the President.

* * *

Jesse Lasky predicts that within a few years Los Angeles will supplant New York as the distributing center of the industry. He said that airplane service would make this possible.

* * *

Ten new stories have been purchased by F B O for next season's product. William Le Baron, vice-president of F B O in charge of production, declares that his company recognizes the value of the Academy of Motion Picture Arts and Sciences that stories be thoroughly groomed before production starts. F B O scenarists will start to work immediately to have the stories ready for filming before January 1.

George B. Seitz, director of Columbias' "The Blood Ship," has signed a new Columbia contract to directo another of the company's productions for the new season.

It is reported that J. R. Bray, famous for his cartoons and short subjects, will enter the feature field. Bray will make feature length pictures with prominent stars, the rumor declares.

When "The Big Parade" closes its 96-week engagement at the Astor, in New York, the picture to follow will be "The Student Prince."

Movie stars are not going to miss the Dempsey-Tunney fight. There will be a minimum of from eight to ten special trains carrying picture people to Chicago to see the big quarrel.

Another woman manager appears on Broadway. Grace Niles, formerly treasurer of the Astor, has been appointed manager of the Embassy Theatre.

It was harvest time for legitimate and burlesque houses in Chicago during the recent lockout. With 500,000 picture fans deprived of their favorite diversion, the other types of theatres were packed to capacity.

Moving pictures were used for a purpose other than entertainment in Los Angeles recently when a real estate man rented a theatre on a years' lease for the sole purpose of showing pictures of land subdivisions to prospective buyers.

A film company composed entirely of Negro players is being organized in Philadelphia. The company intends to build a studio just outside of Washington. The pictures will be for colored houses, exclusively.

It is rumored that Mary Pickford will play the role of "Joan of Arc" under the direction of Max Reinhardt.

For the first time in history a moving picture company has been given permission to use the White House and government buildings in Washington without restrictions. Sam Rork of First National got this break during the filming of "A Texas Steer", the Will Rogers comedy.

Not so long ago James Dugan was a carpenter in the F B O studios in Los Angeles. A couple of weeks ago he was signed as a first-string director and will produce Tom Tyler's next western.

Eric Von Stroheim and P. A. Powers have severed their relations. Powers is the backer of Von Stroheim's production, "The Wedding March." This picture has been 15 month in the making at a cost of $2,000,000. In its present state the picture is more than 50 reels in length, but will be cut down to about twelve. Paramount is the distributor.

* * *

With all wrinkles ironed out and everything "sitting pretty" Colleen Moore, and her husband, John McCormick, have returned to Hollywood from the East ready to begin work. McCormick will start production on his wife's next for First National on August 29. The temporary title is "I'll Tell The World."

* * *

Louis Mayer has signed a five-year contract with the Metro-Goldwyn-Mayer organization as vice president and head of production. His present contract had another year to run, but he was signed up before anything interferred. The salary named for Mayer is said to be the largest of any paid to a production manager.

Tom Mix's young daughter will appear in a coming Fox production now under the direction of John Ford, "Grandma Bernie Learns Her Letters".

Headed by Milton Sills, a group of film people has purchased a tract of land in Beverly Hills, Cal., which will be subdivided for film people only. The colonly will be known as Sills Manor.

Ned Depinet, sales manager for First National, says talk of a slump in the picture business and of apathy among exhibitors is all wrong. As proof of this he declared that First National has enjoyed a ten per cent increase over last year, while small town business has increased 40 per cent.

Gilda Gray will make personal appearances begininng late this year, in conjunction with "The Devil Dancer", her first feature for United Artists release.

F. M. Mertz to Re-open Opera House at Winthrop

F. M. Mertz, who operates a number of theatres in northern Iowa, recently added another house to his string when he purchased the Opera House at Winthrop from G. Haggen. There has been no motion picture show at Winthrop since two years ago when Mr. Haggen closed the Opera House.

The Opera House is being remodeled and will be open within the next two weeks. The remodeling includes the installation of 400 seats, new scenery for the stage, a new projector, redecoration and several other changes in equipment.

Pictures will be shown four nights of the week and the house will be used for dances and local performances at other times.

Miss Foley Leaves to be Secretary at Pittsburg

Miss Clare Foley, who has been secretary of the Omaha Film Board of Trade for the past two years, has left for Pittsburg where she will assume duties as secretary of the Film Board of Trade there. Miss R. M. Foley will succeed her here.

Renown Pictures, Inc., New Film Exchange in Omaha

Harry Lefholtz, Formerly With Universal, Opens Distributing Company at 1516 Davenport Street Here

Renown Pictures, Inc., is the name of the exchange which is being opened at 1516 Davenport Street in Omaha by Harry Lefholtz, and is now ready for business.

This new company will release during the coming year, 24 Tiffany gems including 4 Jack London stories. Three third dimension pictures and five extended run pictures are scheduled. They will also release 30 colored classics made in technicolor.

Mr. Lefholtz needs no introduction to the exhibitors in this territory because of his long connection with Universal in Omaha, and we know they will be waiting with interest further news of the product to be handled by his exchange.

Golf Tournament Starts

By the time this issue of Movie Age reaches the exhibitors, about one hundred exhibitors and exchange men will be playing on the Dundee Golf Course in Omaha in the furth annual Movie Age Golf Tournament.

A lot of very fine prizes have already been bought by the committee and competition will be plenty keen for these prizes.

Next week we will give a detailed account of the winners and other interesting notes of the meet.

"U" Officials Visit Omaha

Lou B. Metzger, general sales manager for Universal, together with Henry Herbel, western sales director and Bill Troug, division manager, spent last Sunday in Omaha.

Strand Incorporates

The Strand Theatre, Inc., of Omaha, has filed articles of incorporation with the secretary of state. The firm's capital stock was listed at $25,000. J. L. Steern, William Johnson and M. L. Steern were the incorporators.

Operators and Managers in Agreement in Iowa Sector

Slight Salary Increases Granted to Avert Threatened Strikes Among Blank Chain and Other Houses

A strike of the motion picture operators' union threatened to close the theatres at Sioux City, Iowa last week but a last minute agreement was reached between the theatre men and the Sioux City theatres. The agreement was reached a few hours before the operators were due to walk out.

The new scale of wages with a total of ninety-five cents an hour was claimed by both sides to be a victory.

The new contracts, which provide for a five cent an hour pay increase, were signed by owners of nine of the twelve theatres affected and union officials instructed the operators to remain on duty until an agreement could be reached with the three other houses. At three of the four houses where musicians were used the contracts had been signed and it was expected that the fourth playhouse would come to a settlement.

An arbitration of a wage increase demand at the tri-cities, Rock Island, Davenport and Moline, Ia., occupied the attention of Harry David of the Blank-Publix organization last week with a satisfactory settlement under way. The theatres there, which are of the Blank-Publix chain are the Columbia, the Garden and the Family at Davenport, the Fort Armstrong, the Spencer Square and the Majestic of Rock Island and the LeClaire of Moline. A slight wage increase was asked by the union operators. Arbitration proceeded very satisfactorily and settlement was about to be made agreeable to both sides.

No difficulty was met in settling the request for wage increase made by operators and musicians in Des Moines. Officials of the union national organization and representatives of the Blank-Publix organization met and conferred and a grant was made of a slight increase of wage.

F B O Holds Meeting Here

E. B. Derr, treasurer of F B O pictures, was a visitor in Omaha last Monday and called a regional meeting for that day.

Branch Manager Roy Zimmerman of Sioux Falls, South Dakota, was here with his staff of salesmen consisting of Bill Foley, Mons Thompson and Dick Wagoner.

Jimmie Shea, branch manager of the Des Moines office, was on hand with his crew of salesmen consisting of Bill Seymour, Ed Ballentyne, Harry Cohen, Tim Eischman and Bill Naismith. Sherman Fitch, manager of the Omaha office had all his salesmen in for the meeting. The Omaha salesmen are Fred Thortson, J. H. Olsen, Joe White, D. L. Donelson and Fred Benson.

The conference lasted all day Monday and late in the evening. Most of the boys hit the road all pepped up for a better and bigger business.

USED REPRODUCO ORGAN $1,500. George Adams, 118 North 30th Street, Omaha, Nebr. C1t

Moving Along Movie Row

Miss Edith Johnson, biller of the staff of F B O, was married last week. She is now Mrs. Roy Adleman. Mr. and Mrs. Adleman are now on a wedding trip to Chicago. Mrs. Adleman will retain her place with F B O.

* * *

Miss H. Bolen who has been in the hospital the last two weeks is now home recuperating.

* * *

Jimmie McBride is recuperating after having most of his teeth pulled.

* * *

W. D. Brimmer, branch manager of First National, is back from a vacation spent in golfing and fishing at Norfolk, Va. Mr. Brimmer drove his family all the way out and back and returned last Tuesday.

* * *

Ethel Robin of the Scenic Theatre, Sioux City, Ia., spent Labor Day in Omaha.

* * *

J. M. Weimer salesman for First National recently became engaged to Miss Lillian Lipp. Congratulations!

* * *

The following theatres have been closed: Liberty, Rocknell, Ia.; Royal, Royal, Nebr.; Opera House, Clermont, Ia.; Cozy, Page, Nebr.

* * *

Miss Ester Davidson of Universal has taken up horse back riding as a means of reducing. Nuff said.

* * *

C. H. McGowan of Columbia's New York office was in Omaha last week.

* * *

E. P. Kennedy of the Star Theatre at Lichfield, visited Movie Row last Friday. As far as we know this was Mr. Kennedy's first visit to the city since he was an exhibitor.

* * *

Mr. Blair of the Moon Theatre at Spencer, Nebr., who bought the house recently from Mr. Gaelsen, is remodeling it by adding a new marquee and remodeling the stage.

Several months ago Carl Krumeri was said to have filed suit against C. E. Williams, secretary of M. P. T. O. A. for a $2.00 debt. We now understand that they will settle the debt on the golf links of the Movie Age Tournament next Monday and Tuesday, September 12 and 13.

Mr. Tillsworth who bought an open car three months ago has already had three broken axles. He is now the owner of a new Oldsmobile DeLuxe Sedan. The next day after his purchase of the new car, hairpins were found in the cushions.

* * *

Several weeks ago Harold Dunn of the Jewel Theatre left his car in front of the theatre and at the finish of the show he went into his favorite restaurant to get his daily hamburger sandwich smothered with catsup. Upon returning he found his car gone. Much excitement prevailed. After getting the sheriff out of bed, Mr. Dunn and Frank Landers of Universal found the car parked about three blocks down the street.

* * *

Jack Rousik of the Dome Theatre at Schuyler, Nebr., has remodeled the front of his theatre.

* * *

Sumner Bovee has taken the Florence Theatre at Elk Point, S. D. from his father.

* * *

Joe Smith is taking over the Royal Theatre at Sioux City from his brother Morris Smith, and is remodeling it.

* * *

J. C. Larkin of the Sosmo Theatre at Winner, South Dakota, is a hard man to find these days, as he has bought himself a movie camera and is jumping around the country taking news shots. He calls his news reel the Cosmo News.

* * *

Miss Blanch Levy, cashier at Fox in Omaha several years ago, and who has been in Florida the last two years, has returned to Omaha and is taking Miss Bollen's place at Universal. Miss Levy was secretary to Sidney Meyer who operates a chain of nine theatres in Florida, and she will probably return this fall to resume her work with Mr. Meyer.

* * *

Nick Uck of the Opera House Theatre at Wood Lake, Nebraska, spent a two-week vacation at Excelsior Springs, Mo.

* * *

L. C. Rice of the Opera House Theatre at Algona, Iowa, visited Omaha last Saturday. Mr. Rice was manager of F B O until two months ago.

BRIGHT BITS *and* NEWSY NOTES

DES MOINES

Belle Miller of the First National office, while on her vacation in Chicago, was taken suddenly ill and was operated on at St. Luke's Hospital there for appendicitis. She will spend about a week or more convelescing at the Chicago hospital.

* * *

Mr. and Mrs. H. C. Holscher have taken over the theatre at Earlville, Ia. They bought the house from E. J. Kuehnle and took possession three weeks ago.

* * *

Mr. Beatty, First National booker, is now on his vacation. He spent part of his time at the Iowa State Fair.

* * *

E. J. Tilton, manager at the local First National branch, states that the contracts are coming in at his office exceptionally well, and that the First National product is practically sold up in all towns of 2000 or more. The season has been very good for the whole line-up of First National pictures, according to Mr. Tilton.

* * *

Mr. and Mrs. George Meisner of the Grand Theatre at Greenfield were in at the Universal office. Joe Gerbracht was another caller.

Salesmen Wanted

$100 WEEKLY!

Salesmen wanted in each territory to handle something new in Motion Picture advertising needed by every theatre. You should easily make $100 weekly! Quick action will put you next to the niftiest idea in years. Wire address and telephone number to K. WOODWARD, 5 E. MAIN ST., UNIONTOWN, PA.

Projection Machines

OVERHAULED and REPAIRED

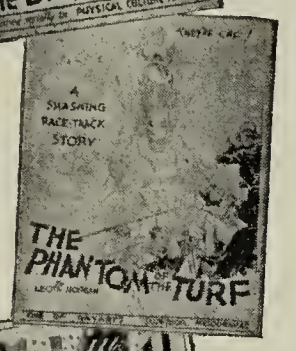
Expert Repair Service for Twenty Years

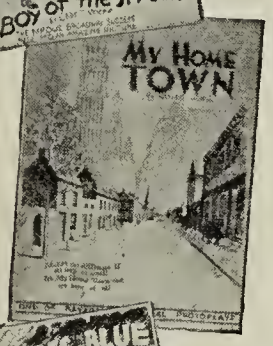
C. E. JONES, Machinist

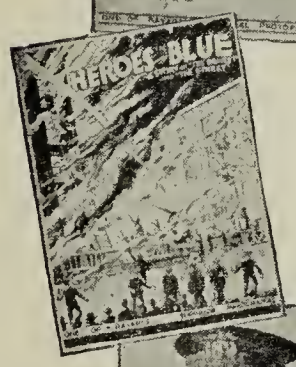
Service Theatre Supply Company

303 N. 16th Street, Omaha, Neb.
Phone Atlantic 6375

1927 RAYART'S UNBEATABLE EIGHTEEN 1928







Sure-Fire Melodramas

Will draw business when other pictures fail

THE FIRST FOUR RELEASES OF THIS GROUP ARE

1. THE MILLION DOLLAR MYSTERY
   James Kirkwood — Lila Lee

2. THE SILENT HERO
   Robert Frazer — Edna Murphy
   Napoleon Bonapart

3. CRUISE OF THE HELLION
   Tom Santschi — Donald Keith
   Edna Murphy — Sheldon Lewis

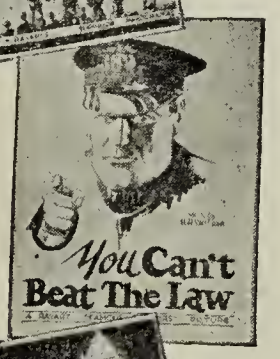
4. LAW AND THE MAN
   Dorothy Phillips

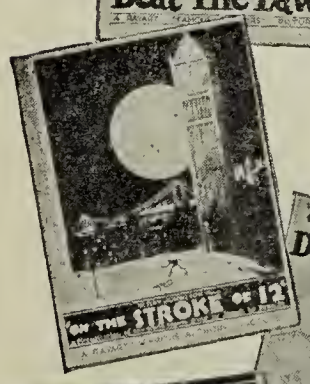
TITLES! CASTS! PUNCH!

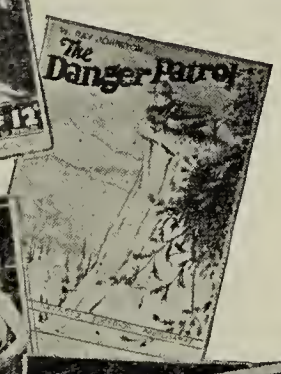
BOOK THIS OUTSTANDING GROUP NOW FROM

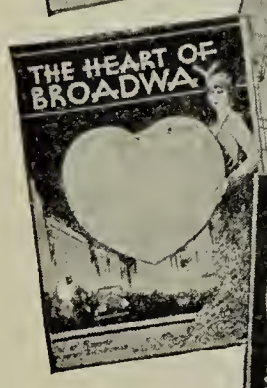
SECURITY PICTURES CORP.

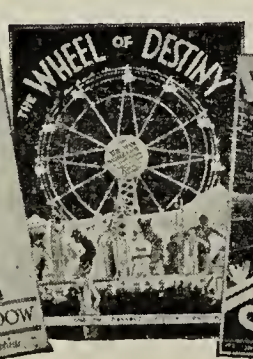
FILM EXCHANGE BLDG. — OMAHA, NEBR.

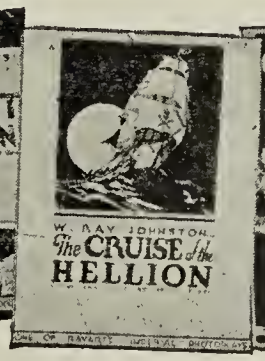


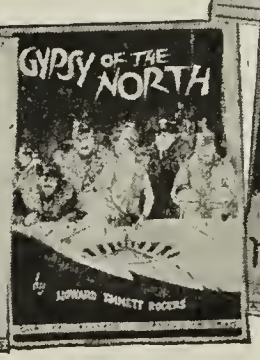


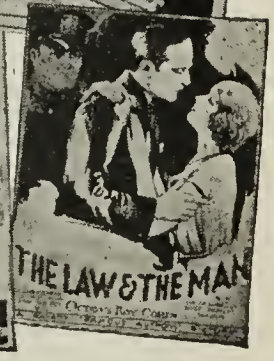


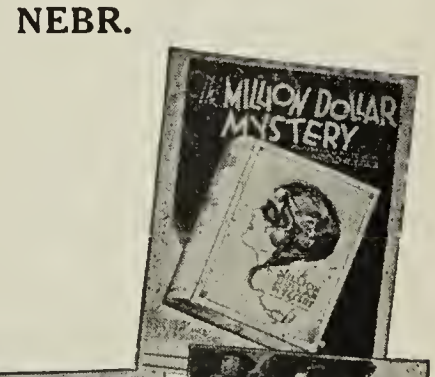












WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING SEPTEMBER 3

RIALTO

Nevada, Gary Cooper, Thelma Todd, first half of week.

White Pants Willie, Johnnie Hines, last half of week.

Distributed by Paramount and First National, respectively.

BUSINESS: Fair.

AUDIENCE REACTION: First picture excellent; second, fair.

HIGHLIGHTS: Nevada: Western action. White Pants Willie: Comedy situations.

THEME: Nevada: A western romance. White Pants Willie: Comedy of a poor youth who represents himself as an aristocrat.

ENTERTAINMENT MERITS: Nevada: 100 per cent; White Pants Willie: 75 per cent.

RIVIERA

Hula, Clara Bow.

Distributed by Paramount.

BUSINESS: Very good.

AUDIENCE REACTION: Everyone liked it, especially Clara Bow fans.

HIGHLIGHTS: Acting of Clara Bow.

THEME: A dramatic romance of the Hawaiian islands in which Clara Bow playing the part of a wild Honolulu maiden falls madly in love with Clive Brooks, an Englishman, and does some clever scheming to win and hold his love after his wife comes to the islan.

SUMMARY: A little better than the average program.

ENTERTAINMENT MERITS: 90 per cent.

MOON

The Circus Ace, Tom Mix, first half.

Little Adventuress, Vera Reynolds, second half.

Distributed by Fox and P. D. C.

BUSINESS: Good.

AUDIENCE REACTION: Both pictures seemed to please very well.

THEME: First picture, A circus story of Tom Mix and his horse Tony, full of the usual Mix action and thrills. Second picture, A story of a hardened cynical bachelor who forgot his vows when the girl crossed his path. A delightful comedy, swift moving, thrilling, enjoyable and as clean as a hounds tooth.

ENTERTAINMENT MERITS: First picture 90 per cent. Second picture 85 per cent.

WORLD

Poker Faces, Laura La Plante, Edward Everett Horton.

Distributed by Universal.

BUSINESS: Good.

AUDIENCE REACTION: Picture took very well.

HIGHLIGHTS: Comedy situations.

THEME: Comedy of a man whose wife becomes suspicious of him, but everything turns out all right.

SUMMARY: A snappy comedy drama that should suit any audience.

ENTERTAINMENT MERITS: 85 per cent.

AT DES MOINES THEATRES WEEK ENDING SEPTEMBER 3

STRAND

Soft Cushions, Douglas Mac Lean.

Distributed by Paramount.

BUSINESS: Good.

AUDIENCE REACTION: They did not care for it.

HIGHLIGHTS: Satire ideas in plot.

THEME: Burlesque of the Bagdad stories.

SUMMARY: If the audience appreciates satire it will go.

ENTERTAINMENT MERITS: 75 per cent.

CAPITOL

Hard Boiled Haggerty, Milton Sills.

Distributed by First National.

BUSINESS: Very satisfactory.

AUDIENCE REACTION: They liked it.

HIGHLIGHTS: Thrilling aviation scene.

THEME: Romance of American soldier and a French girl.

ENTERTAINMENT MERITS: 80 per cent.

DES MOINES

Mockery, Lon Chaney.

Distributed by Metro-Goldwyn.

BUSINESS: Fair.

AUDIENCE REACTION: Did not like it.

HIGHLIGHTS: Character protrayal.

THEME: Somber in theme, story of a revolution and the part of dull-witted peasant played.

ENTERTAINMENT MERITS: 75 per cent.

STRAND

The Love Thrill, Laura La Plante.

Distributed by Universal.

AUDIENCE REACTION: Enjoyed comedy.

HIGHLIGHTS: Auto chase, comedy scenes.

THEME: Funny complications which arise when the daughter of an insurance agent poses as the wife of an explorer who is reported as having been killed.

ENTERTAINMENT MERITS: 85 per cent.

CURRENT RELEASES

DE MILLE

Almost Human, Vera Reynolds, 7 reels.

EDUCATIONAL

Batter Up, Mermaid Comedies, 2 reels

Lucky Dog, Cameo Comedy, 2 reels.

Lyman H. Howe's Hodge Podge, Delv-into the Dictionary, 1 reel.

F B O

Clanck's Kosher Wedding, Gold Bond Feature, 7 reels.

Helen of Troy, Witwer Beauty Parlor Series, 2 reels.

Toupay or not Toupay, Witwer Beauty Parlor Series, 2 reels.

Tanks of the Wabash, Standard Comedies, 2 reels.

Newslaffs, 1 reel.

FIRST NATIONAL

Smile Brother Smile, Jack Mulhall and Dorothy Mackaill, 7 reels.

FOX

Two Girls Wanted, Janet Gaynor, 7 reels.

Twenty Legs Under the Sea, 2 reels.

LIBERTY

Gods Great Wilderness, Lillian Rich and Russel Simpson.

Poetic Jewel, Edgar Guest.

Peggy's Heroes, 2 reels.

METRO-GOLDWYN

The Big Parade, John Gilbert, Renee Adoree. 13 reels.

Jewels of Venus, Oddities, 1 reel.

Sugar Daddies, All Star, 2 reels.

PARAMOUNT

Barbed Wire, Pola Negri, 8 reels.

Nevada, Gary Cooper, 7 reels.

Short Tales, Paramount News, 2 reels.

School Daze, Crazy Cat, 1 reel.

WARNER BROS.

Jaws of Steel, Rin Tin Tin, 7 reels.

Old San Francisco, Dolores Costello, 9 reels.

UNIVERSAL

The Cat and the Canary, Laura La Plante, 7 reels.

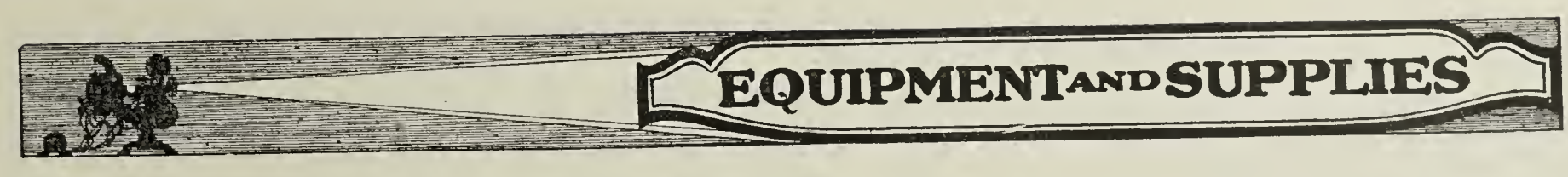
Sodas and Shebas, Snappy Comedy, 1 reel.

Blake of Scotland Yard, Serial, 2 reels.

Crimson Colors, Collegian, 2 reels.

Buster Come On, Stern Bros. Comedy, 2 reels.

Scrappin' Fool, Bob Curwood, 2 reels.



New Film Gate Assembly is an Important Improvement

After two years of research and testing the engineering department of the International Projector Corporation has produced the new Power's film gate assembly with lower fire shield, the need for which has long been felt in the motion picture industry. This improvement is of greatest value at the present time because of the rapidly growing use of the reflector lamp, the high intensity and other illuminants with extremely high candle power and corresponding increase of heat.

Power's new film gate assembly provides greatest protection against overheating and ignition of the film. The new film gate differs radically from the old one and while at present it is being supplied only on new projectors it is probable that eventually it will replace the old one almost universally.

This new film gate is massive in construction and is so designed that there are two large cooling spaces between three widely spaced heavy metal shields. For the protection of the projectionist's fingers there are completely insulated bakelite finger plates attached to the front baffle above and below. On this front baffle, which is of waffle iron design to secure rapid radiation of heat, is mounted the automatic fire shutter, an accurately balanced sheet steel curtain having great thickness which closes and opens at a projection speed of approximately forty-five to fifty film feet per minute. Back of the front baffle is another heat dissipating unit assuring a cooling flow of air at all times.

To this second plate is attached the gate latch and gate latch spring which also carries the upper film guide roller, the upper fire shield and the pad to which are attached the pressure pads and their respective tension springs. The pads, which remain in perfect alignment at all times and exert the absolute minimum tension, are practically instantaneously replaceable. The old lower fire shield assembly has been discontinued and in its place a new device having a positive lock has been attached. When it is desired to open this lower fire shield assembly the index finger of the projectionist naturally falls in contact with the release catch and the thumb upon the knob for opening the shield. The new shield opening downward lifts the lower part of the mechanism entirely free of obstructions and eliminates the possibility of the lower fire shield slamming shut on the projectionist's hands while threading the mechanism.

With the new gate assembly it will no longer be necessary to hold the film in place when closing the film gate. The film may now be threaded in the Power's mechanism, the idler rollers closed and without holding the film in place over the aperture, the gate may be closed and the film automatically placed in its proper position. This feature has been so well taken care of that although the gate may be repeatedly opened and closed while the film is being projected, each time the gate is closed the film will automatically be placed where it properly belongs.

The entire film gate assembly consists of the following parts: Gate and Hinge Plate, Gate Latch Stud and Stop, Fire Shutter Governor Link and Lower Fire Shutter Assembly Complete. A small double ended wrench for attaching the apparatus to the projector and all necessary screws are included with each gate.

The new gate will readily fit any Power's 6-A or 6-B mechanism and may be attached in four or five minutes.

Consolidated Tests Lamps Hourly to Insure Accuracy

Attesting to the importance of expert personal supervision in successful printing of film, Harry M. Goetz, of the Consolidated Film Industries, Inc., points out that in the company's plants, the lamps in the printing machines are tested every hour to detect deterioration, adding that these must be maintained at a constant efficiency to secure the uniformity of the prints. In amplification of the personal supervision theory, Goetz states:

"There are many factors to be considered for the successful development and printing of film. Much automatic machinery is used but it must be operated and directed with the utmost intelligence. Temperature is one of the most important factors in every process. In the buildings, in the development solutions, in the drying chambers, in the storage vaults, everywhere and constantly, the degree of heat or cold is scientifically controlled under the skilled watching and supervision of trained experts. Standardized conditions of temperature and moisture are carefully maintained at levels that are known to produce the wanted results. Emulsions on various batches of raw stock are tested and gauged."

Consolidated operates plants at Hollywood, New York, Long Island, Chicago and Jersey City.

Book On Film Protection is Issued By Eastman

Valuable information as to how to prevent mutilation of film and to improve projection has been prepared by the Eastman Kodak Company in an illustrated booklet called, "Film Mutilation And How To Prevent It." This is a handy pocket guide for the operator and should be read by every responsible projectionist.

A postcard request addressed to Motion Picture Producers and Distributors of America, Inc., 469 Fifth Ave., New York City, or to the editor of this publication, will bring a copy of the booklet free of charge.

Read this page every week

It will give you the important new developments in the equipment field and help you select the right equipment for your theatre.

Baseball Players Parade to Exploit "Babe Comes Home"

Valuable free publicity was obtained recently by J. G. Weigand, of the Columbia at Junction City, Kas. According to some film salesman who witnessed the stunt, Weigand used the Junior ball leagues of the city as exploiteers of "Babe Comes Home", First National's baseball comedy starring "Babe" Ruth.

Weigand sent out notices to all the amateur baseball teams in the city announcing that all members of the various teams who apeared at the theatre in their baseball uniforms would be admitted free. When the players arrived at the house, Weigand asked the boys if they would parade through the streets carrying a "Babe Comes Home" banner. The boys consented and the flash was very effective.

Hunt for Pictures in Store Window Gets Big Publicity

A search for "lost" film stars was a unique stunt put over by Keith's Palace Theatre, Columbus, O. With the aid of a newspaper, the management announced a search for 30 Universal players. The pictures of the players were place in store windows in the downtown district, one star's picture to a window. Cash prizes were offered to the persons naming each star, and the window in which he or she found the pictures.

The stunt got a front page break in a daily newspaper and it aroused a great deal of attention. The campaign was used to exploit "Sensation Seekers."

Rebate Checks Draw Rural Folks for "Scarlet Letter"

The management of the Rivera, Anderson, Ind., sent out 3,000 envelopes to the rural routes during and before the showing of "The Scarlet Letter." In each envelope was enclosed a check for 10 cents rebate when purchasing the regular 40 cent tickets, a small announcement card, and a herald.

Four oil paintings were placed in prominent places in the downtown section.

This simple but very effective campaign drew a big business.

An AD-itorial

By R. C. "BOB" GARY

If you doubt the value of persistent advertising, which advertises any particular piece of merchandise to the consumer we would be pleased to have you satisfy yourself as to its merits in this way:

When you go home to dinner, just ask the Mrs. which soap it is that the manufacturer says in his advertising, "It floats." She'll say "Ivory" soap. Ask her which vaccum cleaner claims this slogan: "It beats as it sweeps as it cleans." She'll say "Hoover." Ask your neighbor what automobile company claims to build "The most beautiful car in America." He'll say "Paige."

The grocerman would not for one minute be without "Ivory" soap. Every progressive furniture store or home furnisher sells the "Hoover." You will find the "Paige" cars represented everywhere. Every successful merchant carries the trade marked brands. Why? Because they are nationally advertised and the demand for them has been created.

And so it is with "Universal", "Metro-Goldwyn", "First National", "Paramount", "Columbia", "Educational", etc. Your patrons are anxious to see these companies' productions, because they read about them week after week in national magazines. When you play their product—back up their national advertising campaigns with a local advertising campaign. Your are bound to kick "no business" into middle of the street. Increase your newspaper advertising lineage and bill your town like it was never billed before. You are bound to get the desired results.

Midnight Show Draws Big Crowd in Small Town

When "The Midnight Sun," the Universal special was due to play the Grand Theatre, Lenoir City, Tenn., manager Clyde S. Jones decided that this would be the opportune time to try out a midnight performance. He spent considerable time on advance exploitation for this showing, and arranged, among other things, an elaborate window display. Roto heralds were distributed widely and hundreds of townspeople were told of the special performance over the phone.

Mr. Jones was somewhat skeptical as to whether there would be a crowd or not, but the novelty of a midnight show, since one had never before been held in Lenoir City, and the advance advertising had done its work. When the doors were opened at 12:05, a long line was waiting for seats and very soon the house was entirely filled. The picture continued to capacity all the following day.

"Big Parade" Exploited by Signal Flags in Cleveland

The Stillman, Cleveland, O., centered its exploitation around the lobby during the showing of "The Big Parade" recently. U. S. Army signal flags were strung from the marquee for a half-block in both directions. A string of flags was hung under the marquee and in the lobby giving the entire front a great deal of color.

Oil paintings placed on easels further decorated the theatre front. A bronze papier mache soldier, eight feet high, was used as a center piece in the lobby.

A large gas balloon was flown from the roof af the Statler hotel. In large letters appeared "The Big Parade" on the sides of the bag.

White Pants in Lobby Gets Business For Hines Picture

During the showing of First National's "White Pants Willie" at Houston, Tex., Curtis Dunham placed a large glass lobby frame in the lobby in which was a pair of white pants. A sign read: "White pants worn by Johnny Hines during the filming of 'White Pants Willie.'"

Invitation to Keep Cool in Lobby Brings Big Business

William Haynes, manager of the Allen, Cleveland, O., has a gag for stimulating business that might be followed with profit by other managers who can stand a little increase in patronage—and who can't! Haynes, who is proud of his new cooling system and shrewdly calculates the effect of the soothing coolness on hot pedestrians, invites the passing public to come into the lobby and escape the scorching heat of the exposed street. No obligation to buy, of course, but when the laddybucks and their lassies feel the grateful relief, they are too loath to go back into humid clutches of Old Sol, and so Haynes turnstile clicks to a merry tune.

New Warner Press-Sheets Issued in Tabloid Forms

The vogue for the tabloid has penetrated to press-sheets and has been adopted by A. P. Waxman, Director of Advertising and Publicity for Warner Bros., as the form for all future campaign sheets on the company's product.

The old style newspaper-size sheet has been abandoned by Warner in deference to a smaller one measuring eleven and a half by sixteen inches. This new form eliminates all superfluous material although it contains everything necessary to the exhibitor for a thorough newspaper and exploitation drive. Moreover, the smaller sheet is much more convenient and more easily handled.

Sport Stores Co-Operate in Exploiting Sport Pictures

The stores belonging to the A. G. Spalding Co., makers of sport goods, have been co-operating with exhibitors in the promotion of "Babe Comes Home," the First National picture featuring Babe Ruth. Window displays have been used in effective tie-ups. In Indianapolis, recently, an entire window was given to baseball equipment with large cut-outs of Babe Ruth distributed evenly, and a large banner advertising the picture was spread across the back of the display.

Sport stores generally are willing to co-operate with exhibitors who have set dates on sport pictures. This was illustrated extensively at the time that Universal's "The Collegians" were beginning their popularity. In every section of the country the sport angle was played up, and local merchants tied-up willingly.

Several big football pictures are scheduled for fall release. Last season when Richard Dix in "The Quarterback" first came on the screen, a Texas equipment house gave away seven high class foot balls in contests promoted in connection with the picture. An Iowa sport store presented five pairs of track and tennis shoes as a promotion stunt for "The Poor Nut."

Exhibitors everywhere have found that the sport angle in exploitation is one that will draw interest. With the approaching football season and the number of football picutres already on the market, it is urged that sport stores be solicited in the exploitation of the pictures.

Newspaper Best Publicity Says Canadian Exploiteer

According to Sam de Pass, director of advertising for the Famous Players Canadian Corp., newspapers are the most valuable mediums at the disposal of the exhibitor for selling his picture to the public.

"There are, of course, many adjuncts," he told the eastern Canada managers at a recent convention in Toronto," but there can be no question that the public looks to the advertisements in the newspapers for their amusements. The newspaper is the backbone of our business and without it there is a large section of the public we would never reach."

A manager of a London house who attended the convention said: "I have always found that the newspapers are out to give the theatre managers every possible assistance. I can testify to the value of newspaper publicity."

"Back to God's Country" Campaign Goes Over Big

Joseph Solomon tied up all available exploitation facilities recently in connection with his showing of "Back to God's Country" at his Temple Theatre, Lorain, Ohio. Six furniture store windows were devoted to outdoor displays. Four book store windows gave their entire space to books of nature lore. The herald ran a tabloid serialization strip daily. The theatre lobby was decorated with stills and photographs of the picture. So there's no doubt about everybody in Lorain knowing about the picture. The result justified the effort of exploitation, according to Solomon.

Are You Eligible for Membership
in the
OLD TIMERS CLUB?

If You Are—Line Up

SEE PAGE 9 FOR DETAILS

The PICTURE GUIDE

Little Tips on New Pictures

Three's a Crowd

Distributed by First National.

STAR: Harry Langdon.

SUPPORT: Gladys McConnell.

TYPE: Farce Comedy.

TIME: Present.

LOCALE: Tenement district of a large city.

LENGTH: 7 reels.

SYNOPSIS: When Harry, who lives in a tenement shack three floors above street level, finds a girl exhausted in the snow, he takes her to his dwelling place where she has a baby a few minutes later. Harry loves the girl and cares for her and the baby. When Christmas Eve comes, he is all prepared to play Santa Claus when the girl's husband arrives and she and the baby go away with him, thanking Harry for being so kind, and not knowing how sad he is because the girl is leaving. A comical ending completes the story.

HIGHLIGHTS:: Comedy moments.

Moon of Israel

Distributed by F B O.

STAR: Marie Corda.

SUPPORT: Arlette Marchal.

TYPE: Biblical spectacle.

TIME: During the days of Moses in Egypt.

LOCALE: Egypt during Biblical times.

LENGTH: 9 reels.

SYNOPSIS: Seti, son of Pharaoh, loved Merapi, a Jewess, and objected to his father's persecution of her people. Pharaoh dies and Seti's half brother, Amenmeses, gains the throne. The oppression of the Jews continues and Moses comes to liberate his people. Following the visiting of the plagues upon the Egyptians, the Israelites are liberated, but are pursued by Amenmeses and his soldiers. At the Red Sea, Moses calls upon God and the waters are parted, permitting the people of Israel to pass safely to the other side. The Egyptians, in close pursuit, attempt to pass across also, but the wall of water close down, and Amenmeses and all his soldiers are drowned. Merapi had been left behind and had been seized by the angry Egyptians and was about to be burned when Seti came to her rescue even as the rain fell and put out the flames. So Merapi, Moon of Israel, became the wife of Seti, Pharaoh of Egypt.

HIGHLIGHTS: Crossing the Red Sea, Merapi about to be burned.

The Woman Who Did Not Care

Distributed by Gotham.

STAR: Lilyan Tashman.

SUPPORT: Philo McCullough.

TYPE: Romance of a man-hater and a woman-hater.

TIME: The present.

LOCALE: The city and the water front.

LENGTH: 6 reels.

SYNOPSIS: When beautiful Iris Carroll is left alone by the death of her mother, she is left $1,200 and starts out with the purpose of using men to gain whatever end she desires. She meets Jeff Payne, son of a very wealthy family, and accepts his proposal of marriage. When she visits Jeff's home at the request of his father, Franklin Payne. The latter falls in love with her and attempts to persuade her to marry him instead of his son. At the request of Jeff's sister, Franklin's brother, a handsome sea captain who scorns women, arrives on the scene. Iris tries to arouse the seaman's interest, but is treated with cool indifference. Jeff's sister plots with Gregory, the sea faring brother, to take Iris aboard his boat. Franklin follows and is surprised to find that Iris will not go with him. Gregory and Iris, the two who cared for nobody, are united.

Hidden Aces

Distributed by Pathe.

STAR: Charles Hutchinson.

SUPPORT: Alice Calhoun.

TYPE: Detective story.

TIME: The present.

LOCALE: An American city.

LENGTH: 5 reels.

SYNOPSIS: Jewels are being smuggled past the customs inspectors. Hutchinson, apparently a crook, appears to want them very much, as does the girl. He persuades her to join him in crooked plans to get the jewels. Difficulties with other crooks, policemen, including wild automobile rides, a bucking motorcycle, colorful fights and other exciting scenes, follow their plans. In the end the real crooks are captured and the man and girl are revealed as government agents.

HIGHLIGHTS: Encounter with the real crooks.

The Lone Eagle

Distributed by Universal.

STAR: Raymond Keane.

SUPPORT: Barbara Kent.

TYPE: War-time air story.

TIME: 1917.

LOCALE: Somewhere in France.

LENGTH: 6 Reels.

SYNOPSIS: Billy Holmes, a U. S. Aviation lieutenant attached to the British forces, is a comparatively inexperienced flyer. He accepts the challenge of Lebrun, German Ace whose brother was killed by Billy's pal, a flying fighter in the ranks of the Allies. In the skirmish with Lebrun, Billy's plane comes down in flames, but the American is uninjured. Later Billy vanquishes Lebrun in an air duel. Billy loves Mimi, a French girl, but casts her aside when his regiment moves up.

HIGHLIGHTS: The air duels, war scenes.

After Midnight

Distributed by Metro-Goldwyn.

STAR: Norma Shearer.

SUPPORT: Lawrence Gray.

TYPE: Story of big city night life.

TIME: The present.

LOCALE: An American city.

LENGTH: 7 reels.

SYNOPSIS: Mary, a cigarette girl in a night club, is orderly and ambitious while her sister, Maizie, is a chorus dancer with loose morals. Mary has a friend, Joe Miller, whom she helps to honesty. They both save money, planning future happiness. After weeks of saving, Mary has $1,000, with which she buys a liberty bond. Returning home she finds that Maizie has acquired a $1,000 liberty bond as a favor at a party. Mary decides that the hard way of the straight and narrow is not worth while, and becomes like Maizie. When Mary gets drunk at a party, Maizie carries her away, putting her into a car to take her home. The car turns over, killing Maizie. Mary reaches home and finds Joe, whom she had spurned when she became like her sister, and the two are brought together again by the sacrifice of Maizie.

HIGHLIGHTS: Night club scenes, the car turns over.

SHORT SUBJECTS

Spice of the Box Office

At Ease

Educational—Two Reels

STAR: Lloyd Hamilton.

The two-reel comedies have turned to the army for its themes. In this one Lloyd Hamilton struts his stuff with all the awkwardness of a rookie. He strolls into a citizen training camp where he is given a mis-fit uniform. He gets in bad with the general and the top sergeant and they all make life miserable for him. The scenes in the awkward squad are riots. At last he seeks refuge in an airplane and finds the general in the front seat. The plane starts up and neither can drive. The general jumps with a parachute, but Lloyd loses his and lands on top of the general's parachute. When they land, Lloyd is fired.

A Short Tail

Paramount—One-Reel.

This Winkler comedy concerns a dog —in fact, the dog is the only player whose face is seen in the entire picture. The remainder of the cast is seen only from the head down, the feet playing the most important part. It's a novel little skit that should please the kids. It tells how a boy buys, loses, and then regains his dog.

The Newlyweds Build

Universal—One-Reel

The rampages of Snookums cause the Newlyweds to be ejected from their happy home. They look for an apartment but are unable to find a landlord who is willing to admit the young tornado to his house. They purchase a portable bungalow which they erect on their plot with many difficulties. When they are finished Snookums saws away the supports and the house see-saws from side to side. They manage to repair the damage. Their first night's rest is broken by a great downpour of rain. In the morning they find to their astonishment that the cheap house has shrunk like a ten dollar suit.

A Half-Pint Hero

Educational—Two Reels

Star: Lupino Lane.

Opponents of slapstick will have to break down and confess that this is funny. Slapstick runs all through, but why not? Lupino Lane and his brother Wallace are firemen in this picture, and both are fond of the same girl. Each tries to exhibit his heroism, but each time Wallace gets the upper hand and it looks as if he is going to be the winning Romeo. But when the girl's house catches fire, it is Lupino who dashes in to save her, and then all the glory is heaped upon the little fellow.

Rushing Business

Universal—Two Reels.

Another episode in "What Happened to George." George starts out to a fancy dressed ball in the garb of a policeman. When a desperate bandit escapes, the police push George into the service, believing him to be a real policeman. To avoid further excitement, George poses as a dummy in front of a clothing store. The bandit, wanting a police suit, steals George, thinking him to be a dummy. But when George finds himself in the bandits home, he turns hero and captures the convict.

Mum's The Word

Fox—Two Reels

A fresh young fellow who is in the habit of flirting follows a pretty young gilr to a department store, where, in his effort to continue the flirtation, poses as a clerk and waits on her. The house detective arrests him and takes the masher before the judge who happens to be the girl's father. The judge sentences the youth to walk the streets with a "masher sign" as a penalty. Later the judge gets into a predicament when he enters a wrong apartment. The masher happens along just in time to save the judge from public scandal and the two come to an agreement to keep both instances quiet.

Pathe—Two Reels.

Love's Languid Lure

Star: Ben Turpin.

Sennett always has had a passion for making comedies with the rural character who is cheated from his love by the city slicker. Ben Turpin is the country lad who works in the country store and loves pretty Peggy, who also works in the store. Along comes the villain from the big city. He gets Ben into a game of cards and cheats unmercifully. At last the slicker takes the girl and leaves Ben alone. Not quite as fast moving as former Sennett comedies but it should please.

Holly-Nuts

Educational—One Reel

This is one of the Curiosities. It is really a visit to the Hollywood studios where all types of aspirants to screen fame are seen. There's the fat man and the thin woman, the child star, the character men, and the extras. It's a good side show picture and one that should please.

The Small Town Sheriff

Pathe Fable—One Reel

The usual Aesop "crew" is again in evidence here. Our farmer friend, Al Falfa, is a "snoop" after bootleggers. As sheriff he raids a drug store speakeasy, and immediately partakes of the liquor. He then becomes a target for the detectives who chase him into the clouds, into the water, and various places before he eludes them.

The Dancing Fools

Universal—Two Reels

Charles King and Charles Dorety, known to the screen as "Mike and Ike, They Look Alike," have the feature roles in this bit of wholesome nonsense. The two boys, as usual, are evading the landlady who is seeking the overdue rent. They have dates and difficulties arise which almost makes them fail to show up. But they dodge the landlady and at last meet the girls; one is very tall and lean, the other very fat. They go to a tough cabaret where the orchestra leader conducts his band with a gun. A prize is given for the roughest dance. Mike and his fat friend take off the honors.

With Love and Hisses

Pathe—Two Reels

Here is something that is a little broader than an evident satire on citizen's training camps. Facial expressions rather than situations and gags contribute to the humor, and in this line of delivery Stan Laurel and Jimmy Finlayson can take a lot of punishment. The point that is most apparently made is that wars can get along without these particular heroes, whose topmost distinction in this free-for-all conflict, is to capture a pullman car on the way to camp. Oliver Hardy makes things easier on the eyes.

BOX-OFFICE REPORTS

COLUMBIA

The Clown.—This is sure a fine picture, drew well and pleased. Can't go wrong on this one.—Dick Steadman, Ashland, Kansas City, Mo.

F B O

The Last Edition, Ralph Lewis.—Slow beginning but thrilling ending.—Liberty, Judith Gap, Mont.

The Cowboy Cop, Tom Tyler.—As good as any of the Tylers, but they don't hit for me and fail to draw.—Ray Musselman, Princess, Lincoln, Kas.

Flashing Fangs, Star cast.—Fairly good dog picture. Entertaining enough.—Bert Silver, Silver Family, Greenville, Mich.

Silver Comes Thru, Fred Thomson.—This story will satisfy those who do not want their wild West too wild. It is a story of horse racing with a Western locale. The great rate of speed at which the horses travel is the only improbable part.—Ivy D. Arnold, Cresco, Cresco, Ia.

Mother, Special cast.—We didn't do a very good business because it rained, but those who came enjoyed it.—R. K. Lattin, Strand, Valparaiso, Nebr.

FIRST NATIONAL

The Strong Man, Harry Langdon.—Rather foolish. Don't think much of it.—C. H. Cleeton, Gem, Higbee, Mo.

FOX

Early to Wed.—A dandy little picture, showing the collapse of a "bold front and a big splurge." C. H. Cleeton, Gem, Higbee, Mo.

Wings of the Storm, Star cast.—I thought it an excellent picture because it was different, but it failed to satisfy our patrons.—O. F. Craig, Royal, Newark, Ark.

The Broncho Twister, Tom Mim.—The usual type of Mix picture.—Ernest Vetter, Majestic, Homer, Mich.

Married Alive, Matt Moore.—This should be booked as a two reeler and not a two-reel comedy at that.—R. J. Speck, Kenwood, Chicago, Ill.

METRO - GOLDWYN

Tillie the Toiler, Marion Davies.—A real drawing power but a very mediocre picture with a few snappy titles.—Ray Musselman, Princess, Lincoln, Kas.

The Callahans and Murphys, Polly Moran, Marie Dresseler.—This picture will get a lot of word-to-mouth advertising. It is an excellent production.—H. G. Stettmund, H. & S. Chandler, Okla.

The Callahans and Murphys, Polly Moran, Marie Dressler.—Patrons who are looking for clean entertainment do not care for this. It is too vulgar.—R. K. Lattin, Strand, Valparaiso, Nebr.

PARAMOUNT

It, Clara Bow.—Good entertainment and appreciable drawing power.—M. S. Dolliver, Strand, Laurel, Mont.

Variety, Emil Jannings.—Clever photography and gripping story in every way. It will hold the interest.—Ray Musselman, Princess, Lincoln, Kas.

Stranded in Paris, Bebe Daniels.—This is a very good comedy, not quite as good as some of Miss Daniels' pictures but will please all your patrons.—Mrs. Hulda J. Green, Gem, Greenriver, Utah.

Let it Rain, Douglas McLean.—This is a fine comedy. Nearly as good as Raymond Hatton and Wallace Berry in their famous Navy comedy.—O. F. Craig, Royal, Newark, Ark.

PATHE - DE MILLE

Rejuvenation of Aunt Mary, May Robson.—Good all the way. Clark and Edwards, Palace, Ashland, Ohio.

The Seventh Bandit, Harry Carey.—A good western. Action and good plot.—Liberty, Judith Gap, Mont.

The Yankee Clipper, William Boyd.—A very good picture and will satisfy if you can get them in to see it. Poor drawing power.—Ray Musselman, Princess, Lincoln, Kas.

The Crimson Flash, Cullen Landis.—A total loss. Got a good start but most of the crowd would begin to leave when the serial started. My experience has been that there's only one GOOD serial in every twenty that's made. Most of them will keep people away.—J. B. Carter, Electric, Browning, Mo.

UNITED ARTISTS

Winning of Barbara Worth, Ronald Colman.—A very good picture which should please.—M. S. Dolliver, Strand, Laurel, Mont.

Winning of Barbara Worth, Ronald Colman.—Very good. A special in every sense of the word.—H. Goldstein, Strand, Sioux City, Ia.

UNIVERSAL

The Claw.—Very good. Had lots of good comments.—Earl Harmon, Cottonwood Falls, Kas.

Fast and Furious, Reginald Denny.—Draws good; and not only that—it pleases.—Earl Harmon, Odeon, Cottonwood Falls, Kas.

Her Big Night, Laura La Plante.—Just a little better than average.—H. Goldstein, Strand, Sioux City, Iowa.

STATE RIGHTS

Wolves of the Air, Johnny Walker.—A very fine picture.—W. A. Hillhouse, Lyric, Glasco, Kas.

Lawful Cheater, Clara Bow—Good enough for anybody, as all the independents are.—W. A. Hillhouse, Lyric, Glasco, Kas.

Shameful Behavior, Edith Roberts.—A splendid drama that holds interest throughout. It's sprinkled with some wholesome comedy.—S. M. White, American, Keytesville, Mo.

Man of Quality, George Walsh.—Seemed to please O. K. The Kickoff was a dandy.—Community, Tescott, Kas.

The Man in the Shadow, Myrtle Steadman.—Good. I wish I could tell every exhibitor in the country about this and the other wonderful little pictures I get from independent producers.—L. R. Richolson, Isis, Lucas, Kas.

Where the North Holds Sway, Jack Perrin.—An honest-to-goodness western that stands them up in their seats. Silver King had better be careful of this white horse; he is coming good.—S. M. White, American, Keytesville, Mo.

The Kickoff, George Walsh.—Capacity house. Picture well received. Good box office value.—Fred Larkin, Community, Beattie, Kas.

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Remarks: _____

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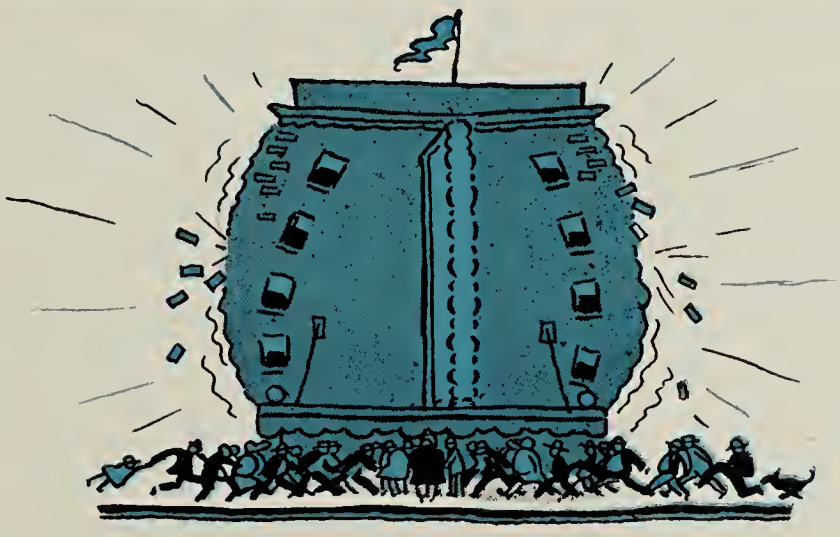

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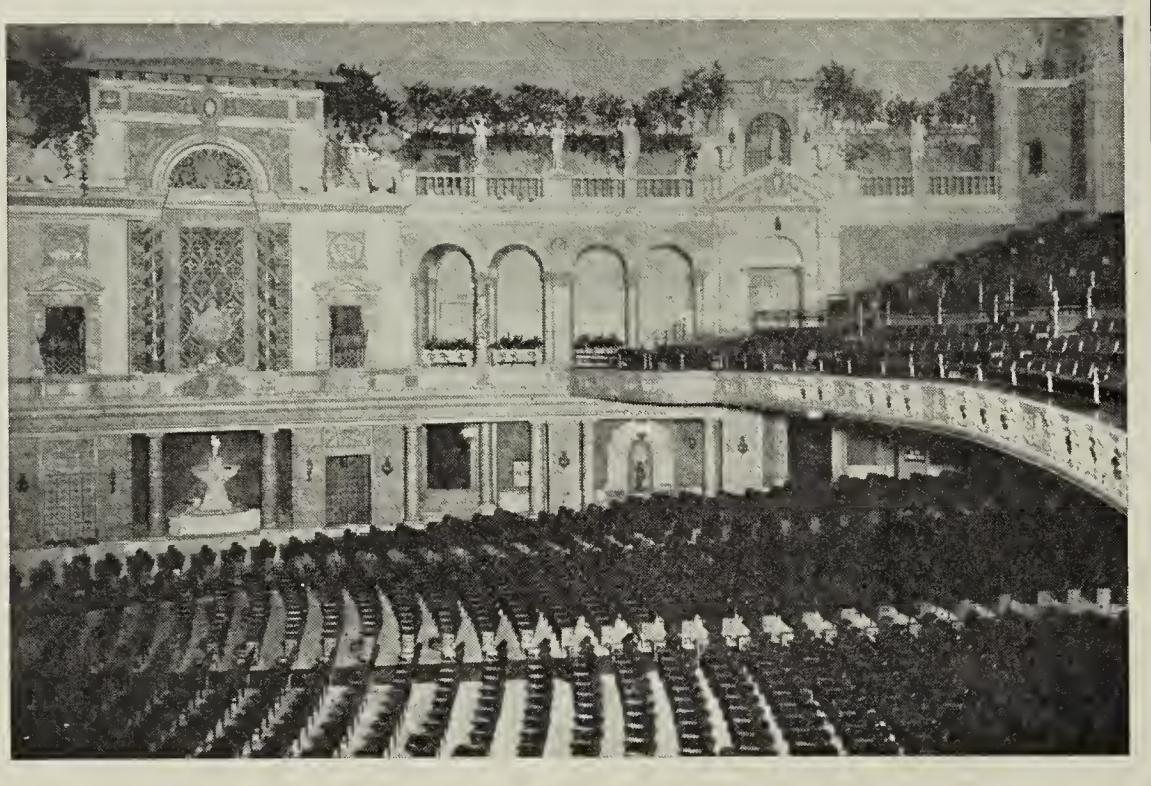

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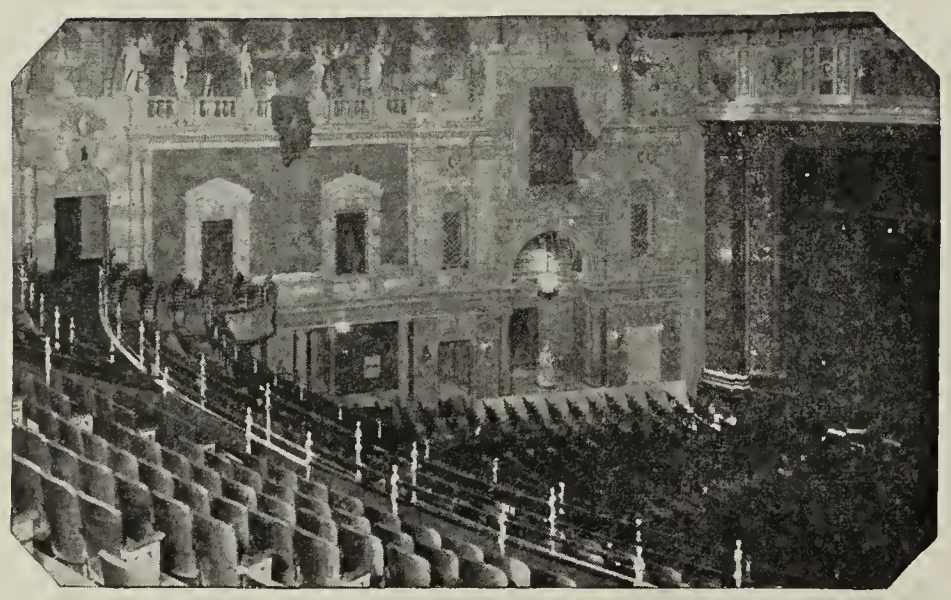

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IT'S the dyed-in-the-wool movie fan—the twice-a-week visitor to the box-office—who is your bread and butter—and ours. It's the fan—and his desires — that count!

He does not want just an occasional super-fine feature. He wants a good all-around show—every time he lays down his money. And to the fan that means a show with comedy in it — plenty of laughs.

DOROTHY DEVORE COMEDIES — Two Reel — A Twice a week

KINOGRAMS NEWS REEL — One Reel — 52

BIG BOY Juvenile COMEDIES — Two Reel — 8

HAMILTON COMEDIES — Two Reel — 8

Tuxedo Comedies — Two Reel — 8

Larry Semon Comedies — Two Reel — 8

Lupino Lane Comedies — Two Reel — 8

CameO COMEDIES — One Reel — 26

MERMAID COMEDIES Jack White Productions — Two Reel — 16

LYMAN H. HOWE'S HODGE-PODGE — One Reel — 12

Curiosities The Movie Selection — One Reel — 12

OUTDOOR SKETCHES by Robert C. Bruce — One Reel — 12

Felix the Cat Cartoons by Pat Sullivan — One Reel — 26

Here's a girl who's a treat to the eyes—and mighty talented—and a *real comedienne*.

DOROTHY DEVORE, with her daring stunts, will thrill the most blasé—and her comedy will give a good hearty laugh to anybody who hasn't completely lost his funny bone.

Just what the fans want—DOROTHY DEVORE—and her co-stars in *Educational Pictures*. Here's a line-up of comedies and novelties and news that put *spice* in any program—and make up the sort of all-around show that keeps the fans coming.

Educational Pictures

"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc.

E. W. Hammons
President

OMAHA, NEBR., 1508 Davenport, Leo Blank, Mgr.

DES MOINES, IOWA, 1005 High Street, J. Winn, Mgr.

EDITORIAL

SOME pertinent facts are contained on a card issued by the International Projector Corporation. These are as follows:

"The motion picture projector is no longer a mere mechanical contrivance, cranked by hand, or made to operate by the simple closing of a switch. The Projectionist of today must have an excellent knowledge of mechanics, electricity and optics and is in charge of a delicate and complicated mechanism made with scientific accuracy to handle a fragile and inflamable material.

"The Projectionist has a great responsibility—for failure to measure up to the right standards means that all the producer, director, actor and cinematographer have striven for loses much of its artistic and commercial value—the pleasure of the audience is lessened—the exhibitor is subject to constant and unnecessary expense—and lives and property are endangered."

Projection is an important part of the operation of every theatre. Poor projection will ruin the entertainment value of the best motion picture and drive patrons away from the theatre. The larger theatres in the larger cities realize the great importance of good screen presentation and are giving proper consideration to the condition of their booth equipment. Unfortunately there are a great many exhibitors in the smaller towns, who have not given the attention to their projection equipment that it deserves—that their investment demands. Good projection is essential in any theatre regardless of size or class of patronage.

The facts presented by International are well worth remembering—clip them out of this page and put them in a conspicuous place, where your operator will see them every day.

WHAT are you doing to bring the "Movie Habit" back to life in your neighborhood? What special line of inducement are you offering to the public to break it of its summer habits of entertainment and to train it into the winter habit of attending the theatres? Remember, there's only a hair's breadth between comedy and tragedy. Failure runs fast on the heels of success. Every body is full of amusement germs, just as they are full of the other kind of germ. And like the other kind of germs, the amusement germs develop and thrive in fertile soil. Are you cultivating your particular theatre field so that the amusement germ will come to life and multiply and create a motion picture epidemic?

Public attention is easily attracted. You don't have to do much to attract that attention. But you have to do that little well. Somebody has said that heroism is endurance just a little longer. Likewise, success is doing just a little more. A little more thought in choosing programs. A little more originality in the manner of offering the programs. A little more charm in the surroundings in which these programs are shown. A little more service, a little more personality. It's hard to make new habits. It's much harder to break habits. Are you doing your bit to recreate the "Movie Habit"?

Pathe, First National and FBO Named In Merger

Although No Official Announcement Has Been Made, Discussion of the Proposition Has Been In Order

A three-cornered combination of First National, Pathe and F B O into a merged organization is reported to be under way, according to Film Daily. No official announcement has been made of the proposed deal, but it is understood such negotiations have been discussed. Further talk of the Stanley and Keith-Albee pooling has arisen, which sounds liake a forerunner of a complete merger.

In regard to the situation, Film Daily, says:

"The Stanley-K-A deal, some few months ago, had progressed to a point where it was declared that the theatre holdings probably would be pooled by the end of the summer, with a merger of the film holdings to follow. Several stumbling blocks have been encountered, however, chief of which is aversion of K-A to accept stock and demanding cash to swing the deal.

Reported entrance of F B O into the proposed pool is a new development. If this company is brought into the arrangement, Kennery may be expected to assume a high executive position with First National, probably as president, succeeding John J. McGuirk, who, it is said, would step down from the office in favor of the F B O executive, in order to devote all time to theatre activities.

Less Light for Films Of the Future is C. B. DeMille's Forecast

"It is easy and perfectly accurate to say that the possibilities of this new art are unlimited. I think it is evident to anyone that a mere twenty years of existence can only have made a dent in the expansion of this great new expressive medium, the first to cut across the barriers of race, creed, language and geographical limitations, to be at the same instant the same in Tokio and Toledo, in Kamchatka and Kalamazoo."

Those are the words of Cecil B. DeMille, famous producer of some of the finest pictures in the history of the motion picture, in speaking of the future of this business. Mr. DeMille states further that it is more difficult to forecast specifically the future progress of the film industry. He declares, however, that some of the most important steps forward will be in the mechanical branch of the business, making particular mention of the possibility of the development of lenses and film to such a degree that the tremendous amount of illumination now used in taking pictures may be cut down so that light no more brilliant than that with which one's rooms are made livable will be sufficient. At present amperage sufficient to illuminate an entire city frequently is used on large motion picture sets.

National Film Delivery Service Under Way By a Philadelphia Company

The Horlacher Film Delivery Service of Philadelphia is reported to be negotiating with a large automobile concern for the establishment of a film delivery service on a national scale. The plan calls for the opening of branches in key cities through out the country, each branch having a fleet of trucks to serve the local territory.

In the past few years the Hays organization has been discussing the feasibility of organizing a national film delivery service. Details were taken up with the Yellow Cab Company, but the deal did not materalize.

Beorge B. Seitz to Direct Conway Tearle for Columbia

Mystery surrounds the production in which Columbia Pictures will present Conway Tearle. Beyond the fact that it is an unusual story of love and sacrifice, whose dramatic action unrolls against an exotic background, and that it is scheduled as one of the eight specials, the company is keeping even the name of the new production a secret.

The latest developments concerned with this special was the announcement made by Harry Cohn, vice president in charge of production, that George B. Seitz has been selected to bring the Tearle vehicle to the screen. This will be Mr. Seitz's second production for Columbia as he is also responsible for the direction of "The Blood Ship", one of the outstanding productions of the season.

Universal Chain Theatres and Films to Consolidate

First steps toward eventual consolidation of Universal Pictures Corp. and Universal Chain Theatres Co. have been taken by the directors of both companies, according to Film Daily.

Directors of Universal Pictures voted, in consideration of the acquisition by the corporation from Carl Laemmle and others of a substantial majority of the common stock and all of the management stock of the theatres corporation, to enter into an agreement under which the pictures corporation will guarantee for two years from Aug. 15, 1927, and under certain conditions, dividends on the first preferred stock of the theatres corporation. The proposal was accepted by the directors of the theatres corporation. In connection with the payment of the September dividend, further details regarding the guaranty are to be mailed to stockholders.

Daniel Michalove, general manager of the theatres corporation, reported to directors of the pictures corporation that earnings of the theater company had improved materially toward the end of summer, and that with the opening of five new houses now under construction within the next two months, a further substantial improvement in earnings was expected.

Profit of Big Chains From 4 to 9 Per Cent

Charles C. Pettijohn, head of Film Boards of Trade, is authority for the statement that the average profit of the large theatre chains ranges from four to a mere nine per cent. So apparently those who believe the big circuits are reaping a harvest are under a misapprehension.

Overhead and various other expenses which vary from time to time are given as the cause for the small profit realized by big chains.

Lupino Lane to Direct

Lupino Lane will direct himself in the next Lupino Lane comedy to be put in production at Educational studios.

The start has had several years' directional experience in England, where he was the head of the Homeland Films prior to the war.

Lane occupies a unique position in filmland. He was the only star before the screen who is, or has been, producer, director, distributor and star. At the present time he owns the controlling interest in several theatres in London.

Private Showing of 3rd Dimension Film To Be Held By Tiffany

Word emanates from the offices of Tiffany Productions, Inc., that a picture made with the third dimension process which is controlled exclusively by that company and which it is said will revolutionize the motion picture industry, has been viewed by the officials, and has borne out all expectations of its remarkable advance in motion picture photography. It is said that plans are now under way for a private showing of the first picture in third dimension photography to which leading exhibitors, circuit theatre heads and editors will be invited to New York to view this great achievement.

Denison to Supervise Service - Maintenance Department for U. A.

Harry D. Buckley, Vice-President of United Artists and assistant to Joseph M. Schenck, announced yesterday appointment of Earl Denison as supervisor of Film Service and Maintenance, a newly created exhibitors' service department of United Artists.

Mr. Denison will establish in New York City a reclamation plant and film depot to keep prints going to exhibitors in perfect condition. It will be part of his duty to keep clear and usable prints in more active circulation, as a service to exhibitor and public alike. With himself as the nucleus, Mr. Denison will begin organization of the department.

Smith Appointed Acting General Mgr. for Tiffany

Before leaving for Hollywood M. H. Hoffman, vice president of Tiffany Productions, Inc., appointed Ed. J. Smith as acting General Manager in addition to his duties as General Sales Manager.

Mr. Smith came to the Tiffany organization last December and since that time has built up a nation-wide sales organization.

Sebastion and Gowland In Columbia Special

Following upon the announcement that Conway Tearle has been assigned the male lead comes word from Harry Cohn, executive in charge of production of Columbia pictures, that Dorothy Sebastian and Gibson Gowland have been chosen for important roles in "Isle of Forgotten Women", Columbia's next special.

"The Big Parade" Leads M-G-M Releases For Sept.

September 10 is the long-awaited release date for Metro-Goldwyn-Mayer's "The Big Parade," which has been making new theatrical history wherever it has been shown during the past 22 months. A fair augury of the way "The Big Parade" will go as a general release is indicated by recent reports from popular showings in Los Angeles, Cleveland and Chicago, where the M-G-M special played to bigger grosses at popular prices than had previously been registered at capacity road show performances in the same cities.

Lillian Gish's "Annie Laurie" is another feature picture which will be released by M-G-M in September. This film, fresh from a special run at the Embassy Theatre in New York City, presents the M-G-M star in the role of one of history's great favorites—"bonnie Annie Laurie" of Scottish ballad fame. The cast which supports Miss Gish includes Norman Kerry in the masculine lead, Hobart Bosworth, Creighton Hale, Patricia Avery, Brandon Hurst, David Torrence, and Frank Currier.

Another strong September release is "The Road to Romance," Ramon Novarro's newest starring vehicle, which, coming just before the popular release of "Ben-Hur," is expected to add new laurels to this film favorite's brow.

Tim McCoy is scheduled to appear in a role utterly different from any which this M-G-M Western star has yet attempted, in "Foreign Devils," said to be a thrilling Peter B. Kyne story of the Boxer Rebellion. Claire Windsor plays opposite McCoy in this picture.

"Blake of Scotland Yard" Serial Ready for Papers

The Universal publicity department reports that the newspaper serialization is ready on "Blake of Scotland Yard," the deluxe chapter-picture now being distributed by Universal in first run theatres.

The serialization, prepared by Robert Hill, author and director of the chapter-play, is in twelve chapters of 1,200 words each. It is written in a graphic, interesting style, filled with suspense and calculated to match up with the best serializations on the market.

It already has been allocated to the 1,500 leading newspapers which regularly run Universal's continued stories. Other papers also will be served by Universal exploitation men throughout the country.

The serialization is accompanied by punchful illustrations taken from the photodrama.

Stern Bros. Product Ready; Prints Now On Hand at Exchanges

Stern Brothers' product for the new season has just been launched, and announcement has been made that prints of all pictures scheduled through December are on hand at the exchanges and are available for pre-viewing, or even pre-release runs.

The new product consists of one Universal Junior Jewel series of twelve two-reelers, and four Stern Brothers series of 13 two-reelers each.

All of these comedies will be based on popular newspaper comic strips it being the theory of the company that these cartoons are especially adapted to the making of motion pictures both as to characters and idea and the fact that they are published in newspapers creates a ready-made patronage for comedies made from them.

Fox to Have New Paper for Re-Issue of "Honor First"

In re-issuing "Honor First", George Gibbs' dramatic war story, with John Gilbert and Renee Adoree, Fox Films is preparing entirely new paper, advertising and exploitation to meet current exhibitor requirements.

The picture reveals actual scenes of Paris during the conflict and the war scenes are said to be exceptionally realistic.

Gilbert plays a dual role, that of twin brothers in the French army, one a man of high ideals and strong character, the other a weakling and a wastrel.

Neilan to Direct Colleen Moore in Next Picture

Marshall Neilan will direct Colleen Moore in her next production for First National Pictures with filming scheduled to start on September 5, John McCormick her producer recently announced.

The story, as yet untitled, is a comedy-drama with the action taking place around an exclusive watering place.

Neilan's "Dinty", which was one of the most popular of his successes, brought Colleen Moore into her first real screen prominence. She also played in Neilan's "Tho Lotus Eaters," which starred John Barrymore.

There were seven pictures playing on Broadway recently dealing with the World War.

Comedies Answer to Stage Act Problem Says Roach

Film Short Subjects More Desirable to Public Than Presentation Policy is Opinion of Well Known Producer

Two reel comedies and other short subjects are the answer to the question of the ultimate decision on stage presentation for motion picture theatres. That is the opinion of Hal Roach given at luncheon tendered him August 31 at which were present editors and representatives of most of the film trade papers. Mr. Roach fourther declared that the public was beginning to show less interest in stage acts being presented at picture theatres.

In many instances this situation is a critical one for theatre managements. With the opening of the new theatrical season on the legitimate and vaudeville stages, theatres are beginning to encounter a decided shortage of suitable talent for presentation purposes. The result has been that the better performers have been called upon to do so much to fill the time allotted the bill that the public loses interest because there is not sufficient variety.

It is said that the Loew State and Metropolitan Theatres of Los Angeles are seriously considering the use of comedies and other short subjects to replace their present policy of stage presentation.

Hal Roach is now producing for Metro-Goldwyn-Mayer four series, each of them consisting of ten two-reel. comedies. One group stars Charley Chase, Max Davidson is featured in another series of ten comedies, Hal Roach All Stars in another and the famous rascals "Our Gang" will also furnish a group of ten.

Another statement made by Mr. Roach was that if comedies were featured more prominently by exhibitors, the return would more than justify their showing in place of stage acts.

"The College Widow" Cast is Completed

Director Archie Mayo has completed the selection of the suporting cast for Dolores Costello's next Warner Bros. picture, "The College Widow", adapted from the celebrated story by George Ade.

William Collier, jr., is playing the masculine lead with Anders Randolf as the heavy and other important characterizations filled by Douglas Gerrard, Charles Sellon, Big Boy Williams and Grace Gordon.

Gary Writing "Ad-Itorials" For This Publication

R. C. "Bob" Gary, Universal exploiteer, is the author of a series of "Ad-itorials" which appear each week in this publication. Gary has had a wide experience in the publicity and advertising field and has a thorough knowledge of this important unit of the industry. Gary started out as a cartoonist on several large New York and eastern dailies, later becoming publicity manager for a theatrical stock company. From that he branched out into other forms of theatrical and amusement enterprises, handling the advertising for tent shows and several well known prize fighters.

About ten years ago he entered the moving picture field and did publicity campaigns for Paramount, both in the exhibition and distributing departments. He has been with Universal for the past four years and has created some of the most successful campaigns ever undertaken by that company.

Gary's "ad-itorials" are based on his actual experiences and each has an important message for showmen. Watch for them each week on the exploitation pages of this magazine.

Fred McConnell Head of Two Pathe Units

Fred J. McConnell, formerly editor of the Exhibitors Daily Review and, on several occasions, supervisor of productions at Universal City, is functioning in similar capacity with two series of pictures being made for release through Pathe Exchange, Inc.

McConnell is starting production this week on the first of a series of eight feature-length pictures in which a famous screen dog will be starred. The cast of players is headed by Arnold Gray, Kathleen Collins and Henry Hebert. Noel Smith will direct and Edward J. Snyder will be the photographer.

Jack Donovan heads the other McConnell unit. Two features have been finished; "Lady Luck," directed by Stuart Paton and "Hoof Marks," directed by Tenny Wright. The third McConnell-Donovan picture will go into production about September 6.

Paramount Inaugurates New Service on Special Productions This Week

Paramount this week starts a new bulletin service on its special feature productions which will react to the benefit of the exhibitor utilizing the valuable information contained therein. A new department has been created for the express service of compiling the data contained in this bulletin which will be mailed to advertising and publicity managers as well as executives representing all of the important theatre circuits and first run theatres.

This bulletin will contain suggestions for teaser campaigns, copy for advertising, ideas for lobby displays and copy written for radio broadcasts. In addition it will outline several different methods of presentation to suit the needs of various types of theatres and also listed will be miscellaneous items of information calculated to be of value to theatre managers or publicity men.

The birst bulletin contains exploitation, advertising and publicity aids on "Chang," the unique production which has smashed box-office records in most of its showings.

"Old-Timers Club" Getting Under Way to Good start

Indications that the Old-Timers Club will be a success were realized this week when applications for memberships began to arrive. From the looks of things a membership is going to be something to fight for. Two men in one state claim to have been the first exhibitor. Now what can you do in a case like that? We are going to ask each of them to write a little history and let the readers be the judge.

The Old-Timers Club, when fully organized, will be composed of the oldest showmen from the standpoint of service in each of 17 mid-central states. When two exhibitors claim the honor from the same state, they'll have to shoot it out with machine guns.

Send in your applications now, you old-timers. Write to the "Old-Timers" editor and convince him you are eligible.

"Helen of Troy" to Appear In 141 Newspapers

Just prior to and during release week of First National's special directed by Alexander Korda, "The Private Life of Helen of Troy," that satirical novel of ancient Troy and Athens by John Erskine, will appear as a serial in 141 daily newspapers throughout the country, with an aggregate circulation of about 5,000,000.

"THE BLOOD SHIP"

MIGHTIEST OF ALL SEA DRAMAS!

STARRING
HOBART BOSWORTH
WITH
JACQUELINE LOGAN
RICHARD ARLEN

STORY BY
NORMAN SPRINGER

A
GEORGE B. SEITZ
PRODUCTION

LATEST AND GREATEST OF THE LONE WOLF STORIES –

STARRING
BERT LYTELL
WITH
LOIS WILSON

STORY BY
LOUIS JOSEPH VANCE

DIRECTED BY
EDWARD H. GRIFFITH

COLUMBIA PICTURES

THE BEST BOX OFFICE VALUE IN THE INDUSTRY

FILM DAILY SAYS:

REAL, RED BLOODED ENTERTAINMENT.

IT WILL MAKE MONEY FOR EXHIBITORS.

COLUMBIA PICTURES
GEMS OF THE SCREEN

PETE HARRISON SAYS:

THIS PICTURE SHOULD DO HONOR TO ANY BIG DISTRIBUTOR'S PROGRAM

"ALIAS THE LONE WOLF"

N-E-W-S B-R-I-E-F-S

First National has leased the Globe Theatre, New York, for a period of four months, during which time "The Patent Leather Kid" will play continuously.

The Wall Street Journal estimates that the Roxy will show a profit of $2,400,000 for its first year.

Many film stars will be seen on the New York vaudeville stage this winter. It is possible that the players will travel the entire Keith-Albee circuit. Among those who have contracted to make vaudeville appearances are Conway Tearle, two members of "Our Gang", James Kirkwood, Lila Lee, Priscilla Dean, Milton Sills, Lois Moran, Norman Kerry, Wallace Beery, Buster Collier, Eugene O'Brien, William Farnum, Alma Rubens and George Walsh.

Sid Grauman, California theatre magnate, has withdrawn his offer to give $30,000 to the flier who made a Los Angeles to Tokio flight. The many disasters was the cause of his withdrawal.

Reginald Wakefield Geare, architect of the Washington, D. C. theatre which collapsed several years ago with the loss of more than a hundred lives, was found dead in his room recently. It was believed he had committed suicide.

It is estimated that Marcus Loew's personal wealth at the time of his death was $35,000,000.

They say the British do not like our titles. The title of Johnnie Hines' picture, "The Brown Derby" didn't mean a thing to the English. A derby is a "bowler" over there. Then came "Long Pants" and "White Pants Willie". In England pants are long-legged underwear and nothing else.

Titles and the stage shows don't go together always. Recently a New York marquee displayed the announcement that tonight was Bathing Beauty Night. Beneath it was "Don't Tell The Wife."

"Big Boy", the Educational juvenile, has changed his famous make-up slightly. Although he retains the derby and the big shoes, he has graduated into regular trousers, which are several sizes too large for him.

It was 45 years ago last week that the electric light made its first appearance. Thomas Edison threw the switch that opened the first light and power plant.

When Al Goulding, director of Mack Sennett comedies, took sick recently, Mack, himself, took the megaphone and announced that he would direct the remaining sequences of "The Romance of a Bathing Girl." It is the first time he has done any actual directing in seven years.

Sam Katz, president of Publix Theatres, Inc., has been elected a member of the executive committee of the Board of Directors of Paramount Famous Lasky.

A picture made entirely by deaf mutes has been completed in California. The actors got their instructions through the medium of lip reading.

The motion picture industry commonly has been considered the third or fourth in the world. This is an error, according to Carl Laemmle in his articles in the Saturday Evening Post. The film world in reality, takes the eighth place, being topped by iron and steel products, manufactured textiles, machinery, chemicals, meat packing, automotive, and lumber.

With 14 studios now in activity, Berlin's film production is at its peak.

Distributors took in $185,000,000 for film rentals last year, according to a recent census. Forty per cent of this amount was expended for sales promotion, advertising, publicity, exploitation and poster departments of the various exchanges.

An Albany, N. Y. theatre advertised a "family night" recently and announced that the entire family would be admitted for 50 cents. But the manager got a shock when a father passed through the gates with 14 children. Some family!

Fred Niblo has an unusual contract which holds good for a couple of years. Under a new agreement Niblo will alternate pictures for M-G-M and United Artists.

The Associated Press and the United Press have announced that "framed" publicity will have to stop or the news syndicates will cease to publish moving picture news. The dispute arose following several alleged rescues, attempted murders, and incidents where players were suposed to have been lost in the mountains that turned out to be press agent stunts. Hays has the matter under observance.

"Les Miserables", the Universal Film de France, played to more than $1,200 over the normal business for a week at the Central Theatre, New York City. The show was so besieged by would-be patrons on a rainy Sunday afternoon that a special supper show had to be sandwiched in. It is reported that the special show played to standing room and turned them away. During the first six days of the picture's opening standing room was sold to more than 400 persons in addition to those who stood up at the special performance.

Forty-three per cent of the amusements enjoyed by sailors aboard U. S. naval ships is furnished by moving pictures.

The DeMille studios are the scene of seven productions in the making. The total cost is about 1½ million dollars.

It is reported that Ruth Taylor, who was chosen to play the part of Lorelei Lee in the screen version of "Gentlemen Prefer Blondes," is a living image of Peggy Hopkins Joyce.

David Butler is preparing a series of college pictures for Fox. The first will be "The High School Hero." Four more will follow with the same characters, each picture taking the characters through the high school years and through college.

Monte Banks has completed "Flying Luck" for Pathe and has started on another vehicle.

John Gilbert's next production following the picture on which he is now working, "Fires of Youth", will be "The Cossacks." from the story by Tolstoi.

New Orpheum to Open Here Early in October

The new Orpheum Theatre in Omaha which will seat 3,000 persons will be the "very last word" in vaudeville houses according to a statement just issued by W. A. Hartung, manager of the house.

Just now, with scaffoldings and 200 workmen scattered through the building it does not look so impressive, nor does it seem that the house will be ready for opening early in October, but plasterers and marble workers plan on being done by the 15th of this month and then the laying of the carpets and placing of the seats and other final furnishings will begin.

"We expect to open the house during the first half of October," said manager Hartung. "When we do we will show our patrons one of the most beautiful and best appointed, though of course not the largest, Orpheum theatre in the country."

Sun Theatre at York Is Destroyed by Fire

The Sun Theatre at York, Nebr., was ruined by fire when a blaze that started near the operators room spread through the theatre and completely destroyed the entire house. The walls that did not fall were pulled down to prevent a dangerous collapse. Mr. Blane Cook, owner of the theatre, was in North Platte when the fire occurred. The house had recently been redecorated.

To add to Mr. Cook's troubles his secretary was forced to leave suddenly when his mother and father were killed in an auto crash.

Sutphen Remodels Brandeis Theatre at Lincoln

Joy Sutphen, formerly manager of the Brandeis Theatre in Omaha, has remodeled the old Auditorium at Lincoln, Nebr., and re-opened the house. The work was completed in 14 days by working day and night in three shifts. The new theatre is called the Play House.

Bayard, Neb.—Ralph Rogers is opening his building which was formerly the Ideal Theatre in this city, and has renamed it the Palm Theatre.

FOR SALE

THEATRE in a town of 1,200 population. Seating 285, fully equipped with two machines and about everything for town of this size. If interested inquire of A. L. Hepp, Greeley, Nebr. P2t

Mitchell Wins Movie Age 4th Annual Golf Tourney

Winner Duplicates Feat of Last Year; Only 32 Players Qualify Monday for Match Play Flights

Only thirty-two golfers qualified for the fourth annual Movie Age tournament held in Omaha last Monday and Tuesday, but the class of players were above those of former years, and the matches were harder fought and more even.

The following players qualified Monday morning and were placed in flights for match play later in the day. Lew W. Heal, Superior, Nebr.; Ralph Kissinger, Omaha; N. Sheren, Omaha; O. Persons, Minden, Nebr.; L. V. McLucas, Omaha; M. Frankel, Des Moines, Ia.; G. F. Nye, Omaha; Henry Hower, Omaha; Joe Bredin, Omaha; Earl Kirk, Omaha; M. Cohen, Omaha; Wm. Bowker, Onawa, Ia.; E. F. Johnson, Audubon, Ia.; C. E. Williams, Omaha; H. Mitchell, Omaha; B. H. Fletcher, Omaha; Sherman Fitch, Omaha; Mayer Monsky, Omaha; Brooks Tillsworth, Omaha; Robt. Mitchell, Omaha; W. E. Barker, Omaha; Ike Rubin, Omaha; Ted Menhall, Omaha; Harry Tardy, Omaha; Phil Monsky, Omaha; Frank Sanders, Omaha; B. Greenblatt, Omaha; Carl Nedley, Omaha; H. J. Chapman, Omaha; Fred Hershorn, Omaha, Frank Hensler, Omaha and H. P. Wolfberg, St. Louis, Mo.

Only nine holes were played for the qualifying round and a score of 47 or less placed players in the first flight, and the matches were for 18 holes in this flight. The other flights were for only nine holes, which proved to be enough for the majority, both because of the heat and many were not used to playing.

Robert Mitchell of the Paramount office was medalist last year and won the Hotel Loyal Cup. He duplicated his feat by being medalist again this year, thereby winning the cup twice in succession and it is now his property. "Bobby" not only was medalist again, but won the Omaha championship match again this year by playing par golf.

Brooks Tillsworth went into the finals to meet Mitchell after winning from B. H. Fletcher. Brooks deserves a lot of credit, because he has only been playing golf a little over a year, and has shown all the boys that he has ability. In fact if he improves as much during the next year, there may be a new champion in Omaha.

Following is a list of the results and winners together with the prizes in the four flights:

First—Movie Age Championship Flight

WINNER—Robert Mitchell, 6 and 5; prize, Movie Age Trophy and Wrist watch.

RUNNER-UP—Brooks Tillsworth, prize, Renown-Tiffany trophy.

Second—Blizzard Fan Flight

WINNER—Ralph Kissinger, 3 and 2; prize, golf bag.

RUNNER-UP—Earl Kirk, prize, golfer's smoking set.

Third—Pathe-DeMille Flight

WINNER—M. Frankle, 4 and 2; prize, picnic basket.

RUNNER-UP—Wm. Bowker, prize, golf shoes.

Fourth—Metro-Goldwyn-Mayer Flight

WINNER—Fred Hershorn, 1 up, prize, leather golf bag.

RUNNER-UP—Chas. E. Williams, Schick safety razor.

Booby prize was won by Frank Sanders of Universal who shot the first nine holes in 84 and carried off a golfer's ice tea set. There was a blind bogey prize of a mashie which was won by Ike Rubin and a blind hole prize of a pair of golf knickers donated by Brody-Lewis Mfg. Co., which was won by Sherman Fitch.

Elsewhere in this issue will be found the results of the entire match play.

Bowling League Organized; Teams Are Announced

The members of the bowling league held a meeting Saturday to complete the plans. The teams have been organized in the following manner:

Paramount—Barker, captain, Fisher, Graham, Melcher, Mitchell and Howell.

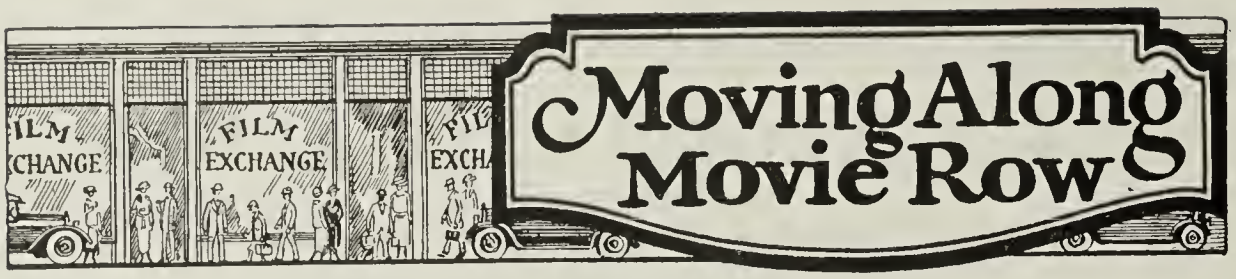
Metro-Goldwyn-Mayer—Friedel, captain, Trent, Hensler, Fangman and Houghton.

Pathe—Danke, captain, Branson, Bierman and Tilsworth.

First National-United Artists—Mc Lucas, captain, Mendelson, Bienstein, Krestul and Abrose.

F B O-Warner Bros.—McCool, captain, Williams, Doherty, Okum and Comer.

Universal-Educational—Nedley, captain, Funk, Morrison, Von Dolpen and Diamond.



Jim Martin of the film delivery service received a cut lip, lost some teeth, and broke a couple of fingers when his truck collided with another car last week.

* * *

Emil Grosse of the Gem Theatre at Beemer was in Omaha Tuesday.

* * *

Carl Krumeri left Thursday, Sept. 8th for Kansas City to be with his wife who was operated on last week.

* * *

C. H. Macke of the Sterling Theatre at Vale, Ia., was in Omaha last week.

* * *

The Opera House at Craig and the Star at Davenport have been closed.

* * *

The Legion Theatre at Hull, Ia., reopened Saturday Sept. 10.

* * *

Cris Christensen has bought the Opera House at Holstein, Nebr., from A. H. Oelschlager.

* * *

A. A. Williams has sold the Opera House at Rowan, Ia., to R. Ziska.

* * *

A new theatre is being opened at Sheffield, Ia., by the Commercial club. It is called the Memorial Hall.

* * *

H. P. Wolfberg, district manager of M-G-M at St. Louis, was in Omaha a few days last week.

* * *

M. C. Scharp, auditor from Universal home office, was in Omaha for a couple weeks.

* * *

W. E. Truog, division manager of Universal was in Omaha Tuesday.

* * *

Jack Weimer Mid-West star golfer left for Chicago and was forced to cancel his entrance in the golf tournament. Mr. Weimer thought he had the first prize in his pocket, but he had to give the rest a chance.

* * *

H. Goldstein of the Strand Theatre at Sioux City was in Omaha last week.

* * *

P. L. Landis, head of the drapery and scenery department of National Theatre Supply Company at Chicago general office was in Omaha Saturday and Monday.

* * *

Carl Bailey of the Pawnee Theatre at Pawnee City, Nebr., and his father spent the first part of last week in Omaha.

According to Mr. Tillsworth who has just made a trip to Sioux City, Mr. Schwidelson is now his old self again after a successful trip to Mayo Brothers Clinic.

* * *

Roy Winslow of the Greenland Theatre, Gibbon, Nebraska, is about to market a safety device attachment for the projection machine, to prevent fire and destruction of print, by automatically shutting off the motor and lights and stopping the machine. It can be attached to any make of machine. It is called the Winslow Safety Device.

* * *

Two new salesmen have been added to the staff of Pathe. They are Howard Gould, who comes from Minneapolis, and Lew Morgans, who recently was with Paramount. Sam Sosna, formerly with Pathe, has joined the First National sales force.

* * *

F. S. Livermore of Garner was a visitor at the film exchanges this week.

* * *

George Nalor, manager of the Universal office, was in Chicago last week for conference with the general sales manager of the organization.

NOTES OF THE GOLF TOURNAMENT

There was a high wind blowing from the south both days of the tournament and a good many of the boys had difficulty in driving into the wind. H. Mitchell, father of the Champ, said after the finals that he wouldn't play "Long Tom," a 525 yard hole which meant facing the wind all the way if the Movie Age cup was handed him on a silver platter.

* * *

Freddie Hershorn "pulled a trick shot" on No. 8 Tuesday when he drove his ball into the wind. The ball went almost straight up and was carried back behind the tee. He said Joe Kirkwood had nothing on him.

* * *

Harry Tardy shot 72 in qualifying over the first nine holes and tied Morrie Cohen. It was thought for a while that these boys would have a special match to see who was the worst, but Frank Sanders upset the dope when he registered his 84.

* * *

Champ Bobbie Mitchell went into the ditch on No. 2 Monday in his qualifying round and after playing it out he was so spattered with mud that he looked a good deal like a barred rock chicken.

* * *

O. Persons, city champ of Minden, Nebr., gave Ralph Kissinger a real work-out in their match, but Kissinger nosed out 1 up.

* * *

Lew Heal came all the way from Superior, Nebr., to take a lesson from Mayer Monsky. Lew said, no matter how high a score Monsky shot on any hole, he always had one more stroke.

* * *

Ted Mendenhall, who has played very little golf prior to the tournament, gave M. Frankle an awful battle. They had to play an extra hole before Frankle could win.

* * *

Chas. Williams, secretary of the local M. P. T. O. A. never played golf in his life until two years ago, and now only plays in the Movie Age tournament, got into the finals in the fourth flight and gave Freddie Hershorn an awful scare. Freddie finally won the match 1 up.

* * *

Bob Greenblatt was the only one that couldn't keep out of the way of the flying golf balls. Bob got hit by a ball and has a bruised collar bone.

Scenes of Shearer Picture To be Taken Here

Norma Shearer is coming to Omaha next Spring to put Omaha on the movie map by filming scenes in her newest picture at one of the packing houses here.

Miss Shearer is playing the part of a girl worker in a packing house, and the outside scenes are to be taken in Chicago, but Omaha has been selected for the interiors.

This information was given by one of the news reel men who was covering the Lindberg reception here.

Complete details of the filming of Miss Shearer's vehicle here have not yet been announced.

Kimball, Neb.—A Blizzard cooling and ventilating system has been installed at the Lumeo Theatre here.

Projection Machines

OVERHAULED and REPAIRED

Expert Repair Service for Twenty Years

C. E. JONES, Machinist

Service Theatre Supply Company

303 N. 16th Street, Omaha, Neb.

Phone Atlantic 6375

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING SEPTEMBER 10

WORLD

White Gold, Jetta Goudal.

Distributed by Pathe-DeMille.

BUSINESS: Good.

HIGHLIGHTS: A storm, the killing of the stranger.

THEME: A sheep rancher's son brings home a wife who arouses the hatred of the father. A mysterious killing gives the girl her freedom and she leaves to return to the dance hall.

SUMMARY: Ordinary program.

ENTERTAINMENT MERITS: 85 per cent.

SUN

Twelve Miles Out, John Gilbert.

Distributed by Metro-Goldwyn.

BUSINESS: Good.

HIGHLIGHTS: The fight on a rum-running boat.

THEME: Story of a hi-jacker and a bootlegger who are enemies.

SUMMARY: An excellent attraction.

ENTERTAINMENT MERITS: 90 per cent.

RIVIERA

Swim, Girl Swim, Bebe Daniels.

Distributed by Paramount.

BUSINESS: Very good.

HIGHLIGHTS: Swimming contest.

THEME: Romance of homely girl who develops personality and becomes very popular.

SUMMARY: Just a program picture.

ENTERTAINMENT MERITS: 85 per cent.

RIALTO

We're All Gamblers, Thomas Meighan.

First Half of week.

Distributed by Paramount.

BUSINESS: Fair.

HIGHLIGHTS: Night club scenes, acting of Meighan.

THEME: An injured pugilist becomes a successful night club owner.

SUMMARY: Better than program picture.

ENTERTAINMENT MERITS: 85 per cent.

AT DES MOINES THEATRES WEEK ENDING SEPTEMBER 10

STRAND

Last half of week.

The Claw, Norman Kerry, Claire Windsor.

Distributed by Universal.

BUSINESS: Good.

AUDIENCE REACTION: Liked it.

HIGHLIGHTS: South African scenes.

THEME: An English girl who loves an officer stationed in a South African post is disillusioned when she finds he is married and her love is earned by one whom she had previously spurned.

SUMMARY: Satisfactory entertainment.

ENTERTAINMENT MERITS: 85 per cent.

CAPITOL

Hula, Clara Bow.

Distributed by Paramount.

BUSINESS: Good.

AUDIENCE REACTION: Mildly entertained.

HIGHLIGHTS: Clara's dance.

THEME: A girl living in Hawaii falls madly in love with a young engineer and wins him from his wife by a clever ruse.

ENTERTAINMENT MERITS: 85 per cent.

DES MOINES

Way of all Flesh, Emil Jannings.

Distributed by Paramount.

BUSINESS: Fair.

AUDIENCE REACTION: Favorable comment.

Highlights: Character protrayal of star.

THEME: A home-loving German bank cashier is sent on an errand to another city where he strays from the straight and narrow, is reported as dead, and never again returns to live with his family.

SUMMARY: Did not draw but was well liked by those who saw it.

ENTERTAINMENT MERITS: 85 per cent.

STRAND

First half of week.

Nevada, Gary Cooper.

Distributed by Paramount.

BUSINESS: Very good.

AUDIENCE REACTION: Very well liked.

HIGHLIGHTS: Rapid western action.

THEME: A romance of the west.

SUMMARY: A very good box office attraction.

ENTERTAINMENT MERITS: 95 per cent.

CURRENT RELEASES

EDUCATIONAL

The Cry of Winter, The Hot Place, Outdoor Sketches, (1) each.

Flim Flam Films, Felix the Cat, (1).

A Half Pint Hero, Lupino Lane Comedy, (2).

Two Kinograms, (1) each.

F B O

In a Moment of Temptation, Gold Bond, (7).

Fresh Hair Friends, Witwer Beauty Parlor Series, (2).

FIRST NATIONAL

The Life of Riley, Charles Murray and George Sidney, (7).

The Drop Kick, Richard Barthelmess, (7).

METRO-GOLDWYN

Annie Laurie, Lillian Gish and Norman Kerry, (9).

What Every Ice Man Knows, Max Davidson, Hal Roach Comedy, (2).

PARAMOUNT

Swim, Girl Swim, Bebe Daniels, (7).

Stark Love, Special Cast, (6).

Crazy to Fly, Bobby Vernon Comedy, (2).

Cocoa Hops Off, Inkwell Imp. (2).

WARNER BROS.

One Round Hogan, Monte Blue, (7).

The First Auto, Barney Oldfield, (8).

UNIVERSAL

Lone Eagle, All Star Cast, (7).

Boarder Cavalier, Fred Humes, (5).

Oh Teacher, Oswald Cartoon, (1).

Blake of Scotland Yard Ambushed, Episode No. 6, (2).

Too Much Sleep, Andy Gump, (2).

Dancing Fools, Stern Bros, (2).

Danger Ahead, Jack Perrin, (2).

MIDWEST

Alias the Lone Wolf, Bert Lytell, (6).

Sally in Our Alley, Shirley Mason and Richard Arlen, (6).

Strictly Kosher, Izzy and Lizzy, (2).

Fearless Harry, Hairbreath Harry, (2).

Alibi Alley, Jimmy Aubrey.

FOX

Gay Retreat, Sam Cohen and Ted McNamara, (6).

Honor First, John Gilbert, (5).

Under Colorado Skys, Fox Varieties, (1).

Fox News, Two issues.

MATCH PLAY SCORE CARD OF THE FOURTH ANNUAL MOVIE AGE TOURNAMENT

MOVIE AGE CHAMPIONSHIP FLIGHT

R. MITCHELL SHERMAN FITCH	R. MITCHELL 7-5	MITCHELL 1 up	MITCHELL 6-5
E. F. JOHNSON G. F. NYE	JOHNSON 4-3		
H. MITCHELL BENJ. H. FLETCHER	FLETCHER 1 up	TILLSWORTH 2 up	
HENRY HOWER BROOKS TILLSWORTH	TILLSWORTH 5-3		

SECOND (BLIZZARD FAN FLIGHT)

EARL KIRK IKE RUBEN	KIRK 2-1	KIRK 2-1	KISSINGER 3-2
N. SHIREN JOE BREDIN	SHIREN 2 up		
RALPH KISSINGER O. PERSONS	KISSINGER 1 up	KISSINGER 1 up, 10 holes	
MAYER MONSKY LEW HEAL	M. MONSKY 4-3		

THIRD (PATHE DeMILLE FLIGHT)

L. V. McLUCAS WM. BOWKER	BOWKER 2 up	BOWKER 2 up	FRANKEL 4-2
H. J. CHAPMAN H. P. WOLFBERG	WOLFBERG 1 up, 10 holes		
W. E. BARKER PHIL MONSKY	BARKER 3-2	FRANKEL 5-4	
TED MENDENHALL M. FRANKEL	FRANKEL 1 up, 10 holes		

FOURTH (METRO-GOLDWYN MAYER FLIGHT)

CHAS. E. WILLIAMS BOB GREENBLATT	WILLIAMS 3-2	WILLIAMS 2-1	HERSHORN 1 up
FRANK HENSLER HARRY TARDY	TARDY 4-3		
FRED HERSHORN BOB BOOTH	HERSHORN 4-3	HERSHORN 4-3	
CARL NEDLEY FRANK SANDERS	NEDLEY 2-1		

"What Price Glory" Crowds Tie Up Traffic

Traffic was tied up for more than an hour on the downtown streets of Sioux City, Iowa, when "What Price Glory," the Fox special, opened there. Several men and women were hurt in the crowd which is said to have broken all Sioux City theatrical records for the past 15 years.

Harry Melcher reports that the house which showed "What Price Glory" had been struggling for existence. Business on this picture increased each day after the tremendous opening, according to Mr. Melcher.

Blue Law Enforcement Voted for at Sutherland

A special election held at Sutherland, Iowa on August 19 resulted in a vote for the enforcement of the blue laws there. The vote was 96 to 93 with very little activity on either side toward getting out the complete canvas of the town. The special election was held at the request of Charles L. Nott, manager of the theatre at Sutherland, who stood the cost of the election.

Scribner, Neb.—Manager E. H. Robertson of the Crystal Theatre has completed the removal of the theatre heating plant from its former location in the body of the house to the basement, recently excavated beneath the building.

Exclusive Pictures of

Bathing Beauty Contest

Showing Girl Who Became

MISS IOWA

Rental Prices Reasonable

Write, Phone or Wire for Dates

J. A. LIERCKE, Mgr. PHONE 411
Empire Theatre Storm Lake, Ia.

EXPLOITATION IDEAS AND HINTS

National Tie-Up With Paint Co. Puts Over "U" Film in Ohio Town

The national tie-up arranged by the Universal Home Office with the Sherwin-Williams paint company on "Painting the Town" again proved its worth when the picture played the Liberty Theatre, Youngstown, Ohio. Securing a special cut of a chorus girl type of painter perched on a step-ladder lettering "Painting the Town" from the Sherwin-Williams people in Cleveland, A. J. Sharick, Universal exploiteer, journeyed to Youngstown where he obtained an ad from the local S-W store. He also sold several other shops which could make use of the "Painting the Town" line in their copy, including a wallpaper concern, hardware store, etc., and worked up all of these into a co-operative space which was used in connection with the theatre's ad. Three of the advertisers put in special window displays that tied up with the picture.

The Youngstown Sherwin-Williams store distributed 50 special one-sheets prepared by their home office among S-W dealers in Youngstown, and also supplied other material obtained from the theatre with which to make up window displays. This gave the theatre a flash all over town.

Since Glenn Tryon is a great peanut eater in "Painting the Town" the theatre had a girl stationed in front, a week in advance giving out envelopes filled with peanuts—or rather a peanut. The copy read: "Compliments of Glenn Tryon, star in 'Painting the Town', the laugh hit of the season, Liberty Theatre next week." Three thousand of these were given away.

Trench Atmosphere in Lobby for "Lost at Front"

Carl Hux of the Strand, Knoxville, Tenn., gave his lobby a war trench atmosphere during the showing of "Lost at the Front". Sacks filled with sawdust gave the appearance of sand bags. Helmets and four machine guns distributed around the lobby offered an effective drawing power.

An AD-itorial

BY BOB GARY

With Universal Exploitation Staff.

After you have given your house the "once over," checked up the boy who handles the broom and put a new roll of tickets in the box office, invest thirty seconds of your time reading this column.

It's a fact that producers national magazine advertising now reaches nine out of every ten people in the United States. When you contracted for any nationally advertised product, you showed good judgment in tying up with this advertising—now be consistent and tell your public that you are the fellow that's playing their pictures.

Every spot in your town which carries a poster brings the same results as if you had a man there with a megaphone shouting "We play them! —We play them!" Posters produced by the average film company are megaphones of color. They do the same thing for the eye that a megaphone does for the ear. The lobby of your theatre means more to you than a window display does to the best store in town.

There will be people in your town tonight with money in their pockets that belong to you. They know about nationally advertised pictures, but do they know that you show them?

Let little sister carry in the herald that your boy pushed under the door and put it on father's Saturday Evening Post. The magazine advertises the product — the herald tells him where to see it—AT YOUR THEATRE.

If a dependable bank were to offer you 10 per cent on your money instead of the 3 per cent that you were getting, you would place your money in that bank as son as possible. You would not delay, because every day that you did would mean a loss to you. Well, every day that you delay properly advertising your shows means money lost to you —because advertising is A SOUND INVESTMENT.

Lobby Display and Bottle Promote "12 Miles Out"

Brilliantly colored lobby display featured the campaign on "Twelve Miles Out," a Metro-Goldwyn-Mayer starring vehicle for John Gilbert, when it played in the Empress Theatre, Sapulpa, Oklahoma. Manager Speedy Moulder, assisted by an M-G-M exploiteer, conducted the campaign.

This lobby display consisted of a 24-foot banner across the marquee, several one-sheet frames holding hand painted poster panels with stills of the production, two three-sheet panels hand painted of a large silhouette of John Gilbert and several small banners, reading, "Now playing—'Twelve Miles Out' —John Gilbert." Hand lettered quarter sheets were also placed in small frames throughout the hotels and drug stores of the city.

The only stunt of the campaign consisted of a large bottle eight feet high which was placed on a truck and paraded around Sapulpa. The bottle was painted as if it were floating on waves and set on springs so as to complete the allusion. "Twelve Miles Out", was the caption on the side of the bottle. A small buoy was hung on the back of the truck. The bell of this buoy was kept constantly ringing.

"Manpower" is Put Over by Milk, Drugs, and Bread

Prior to the opening of "Manpower" at the Rialto, Colorado Springs, Coy., the manager, E. P. Briggs arranged tie-ups with a bakery, a dairy, and a drug store. The products of each were advertised as creating manpower. The stunt went over successfully.

Police Dogs Given Away

Holders of the lucky numbers of admission tickets received full-blooded police pups as a publicity stunt for Rin-Tin-Tin pictures at the Capitol Theatre, Lincoln, Neb. It was so successful that several other theatres in the state are now working the idea with good results.

Smoking House in Lobby for Beery-Hatton Comedy

A clevel lobby display was promoted by Emil Bernstecker for the exploitation of "Firemen Save My Child" at the Lyric, Jackson, Tenn.

A miniature house, four and a half feet tall, was built in the lobby. Cut-outs of Wallace Beery and Raymond Hatton were placed on each ide of the house, each man holding a fire extinguisher. By means of smoldering rags, smoke came out of the windows of the little house. At night railroad fuses were used to give the appearance of fire. A child fire engine was placed near the house.

The lobby attracted a great deal of attention.

"10 Modern Commandments" Exploited by Trick Scales

A simple exploitation stunt that created attention and laughter was put over recently by L. E. Davidson, Princess Theatre, Sioux City, Ia. While exploiting "Ten Modern Commandments" he pasted ten humorous commandments on the dial of a scale so that when a person steped on the platform the indicator pointed to one of the "commandments." When the arrow pointed to 200, the caption read "Thou Shalt Eat Sparingly." The others were appropriate to the weight.

The scales drew a big crowd and business boomed as a result.

Campaign For "Rookies" Results in Big Business

"Rookies," the Karl Dane-George K. Arthur comedy vehicle, recently played the town of Michigan City, Indiana, to big business. A splendid campaign was arranged by Manager Mick of the Tivoli Theatre, for the showing of the production, and an M-G-M exploiteer assisted.

In addition to one hundred window cards, two thousand programs were mailed and distributed throughout the city. One and three sheets were also used.

A very clever novelty stunt was arranged in the form of a huge book, placed in front of the theatre, each page thirty by twenty inches. The pages were of heavy bristol board and in the center of each was mounted a still from the picture, with some copy and remarks about each, lettered on the page above and below it.

The book was mounted on a stand right at the street with an invitation to the public to "Read about 'Rookies.'" Another sign read "If you can't stand a laugh, don't come to the Tivoli next week."

The book or illustrated album, was the center of attention at all times.

A lobby display was presented with cut-outs of Karl Dane and George K. Arthur.

Rookies Exploit "Rookies"

E. R. Rogers, of the Tivoli, Chattanooga, Tenn., put two men dressed in mis-fit army clothes on the street as a bally-hoo for "Rookies." The men carried a sign which read: "Don't miss the Fun! More of these Rookies at the Tivoli Now."

"Chang" Given Flash With Light Circle in Des Moines

A brilliant electric sign was used during the run of "Chang" at the Des Moines Theatre, Des Moines, Ia. A circle eight feet in diameter was studded with amber lights with an exclamation point going through it studded with red lights and the word "Chang" in three foot letters was spelled out in white lights across the circle. One of these circles was put on each side of the marquee and was visible for several blocks.

Tepee On Truck

Carol Mac Pike, Le Claire Theatre, Moline, Ill., worked a simple ballyhoo in connection with "Drums of the Desert." An Indian tepee was placed on the floor of a truck and a man in Indian makeup squatted in front of the tent. Banners were placed on the truck which was driven around the town.

Teasers for "Chang"

Mysterious teasers in the newspapers, a quantity of tack cards, and a guarantee of money refunded if not satisfied were the angles worked out by Everett Cummings, manager of the Fort Armstrong at Rock Island, Ill., on "Chang." No money was given back so it is to be presumed that the patrons were satisfied.

Cummings got a break the week before the show when a circus came to town. He got the ring master to announce the show from the ring and emphasize the elephants.

Don't Be Bashful!

YOU won't give your age away by joining the OLD-TIMERS' CLUB. They say the industry is still in its infancy. We want to hear from the boys who were in the business when 5c was top.

Read About the OLD-TIMERS' CLUB on Page 8

EQUIPMENT AND SUPPLIES

"Ten Tips" For Film Care Given Out By Consolidated

With every reel of film shipped out from the plants of the Consolidated Film Industries a card containing "Ten Tips" is enclosed. These "Ten Tips" give instructions to those who handle films in the exchanges and projection rooms of theatres as to the proper care of the film.

The "tips" are presented below:

Tip No. 1: (The First Ten Years)—The base of motion picture films is made from cotton. Remember that with reasonable care, it will fullfill the requirements of commercial use but that it has definite physical limitations.

Tip No. 2: (Saving Time and Money)—Investigation indicated that a part of the burden of print mutilation begins at the exchanges due to lack of inspection to discover defects which cause damage later. The exchange does start the damage but it often fails to stop it.

Tip No. 3: (Perfect Splicing)—The perfect splice is one that is welded. To make a perfect splice the emulsion must be thoroughly scraped on the ends. Sufficient cement must be applied and the splice allowed to dry under pressure.

Tip No. 4: (Rewinding)—Line up the rewind carefully so that the film will feed from one reel to the other without striking the edges of the reels. Do not use defective reels. Avoid "cinching"; that is, attempting to tigheten loosely-wound reels. This causes scratches on both sides of the film. Do not "cup" film when rewinding, particularly after it has been projected on machines of high amperage and becomes dry.

Tip No. 5: (Fair and Warmer)—Do not store film in a warm, dry place and at an average temperature of over 70 degrees.

Under no circumstances store film under high temperatures as this causes the film to dry out and become brittle, subject to shrinkage and susceptible to cracking.

Tip No. 6: (Watch the Leaders)—keep your reels amply protected with leader. Dirty beginnings and ends of reels are frequently seen due to carelessness in this respect.

Tip No. 7: (Standing Room Only)—Tell the exhibitor that Good Projection adds patronage and increased revenue, and that is only possible through the careful handling of prints.

Tip No. 8: (Watch the Tension Springs and Sprockets)—Tension spring on sprockets should be adjusted evenly and not too tightly. Excessive tension will cause nicked and pulled out perforations. Heavy tension on one side (uneven) can be broken springs, and results in an uneven pull-down star on the film. Sprockets are frequently left on projectors until the teeth develop bad hooks and knife-like edges.

Tip No. 9: (How to Ruin a Print at One Showing)—New or green film should not be put on projection machines without being waxed. When unwaxed film is run, it is necessary to clean the shoes frequently, otherwise the accumulation of hardened emulsion on the shoe acts as a holdback, causing a greatly increased pull-down strain which always results in mutilated perforations.

Tip No. 10: (One Drop of Oil Per Day)—The excessive use of oil due to flooding mechanism of projectors is unnecessary. Aside from the intermittent case, one drop of oil in each oil hole is ample for the average day's run.

Device Prevents Film Fires, Sponsors Say

Asparo Pizzuto and Joseph Lentini, two amateur operators of Kenner, La., have perfected a device which they claim entirely removes the danger of fire from films on which the light is permitted to remain too long. The invention is called The Motion Picture Protector and a patent has been applied for.

They claim that films will not ignite under the exposure of light when the device is used, no matter how long the light remains on the celluloid films, whether in motion or stationary. The inventors also state that the Protector permits the light to be focused on the film for hours and even days at a time without burning the films, whereas, it is said that under the method now used, if the arc light is allowed to remain on a celluloid film even for a few seconds, ignition results.

New Color Hood Holder Marketed by Reynolds

A new device called a color holder to be used in conection with Reco color hoods has been placed on the market by the Reynolds Electric Co. A description of the device follows:

The holder in question is made of non-corrosive metal, to be used in connection with both the screw and flush types of receptacles, for three sizes of hoods: SF14, AF19 and AF21. With the former the hood holder is clamped to the face of the sign surface by means of the screw socket, whereas with the flush type socket, it is fastened to the surface with the two screws which hold the receptacle. The hood holder has a quarter-turn thread which securely holds the color hood in place.

The advantage claimed for this hood holder is: The lamp is protected from dust and dirt, and the matter of cleaning is thereby simplified. Futhermore, the hood holder purports to prevent the white light from escaping through the end of the hood.

Hood holders in connection with Reco color hoods make a neat installation on canopy lights, marquees, exit lights, traffic signals, through-street signs, warning lights, elevator signals, as well as interior decorative color effects, both in the house and backstage. These are furnished in six standard colors: Ruby, green, canary, amber, blue and opal; and in three sizes: S14, A19 and A21. They are made of fine quality of natural colored glass, and are not effected by weather conditions.

The Display Stage Lighting Company, 334 W. 44th Street, New York, has issued a new catalogue covering various phases of theatre lighting and stage effects. Exhibitors are invited to write for the book.

Read this page every week

It will give you the important new developments in the equipment field and help you select the right equipment for your theatre.

The PICTURE GUIDE

Little Tips on New Pictures

Judgment of the Hills

Distributed by F B O.

STAR: Virginia Valli.

SUPPORT: Frankie Darro, Orville Caldwell.

TYPE: Story of a war coward.

TIME: During the World War.

LOCALE: A small town in the hills of Kentucky.

LENGTH: 7 reels.

SYNOPSIS: Brant Dennison is afraid to go to war when the announcement reaches Grayson Gap that the United States has entered the big struggle. He is drafted but hides when the train of recruits leaves, and is turned over to the sheriff by his little brother Tad and The Girl, Margaret Dix. He returns from the war with medals and has a drunken celebration with companions at the Tavern. He sobers up when Tad shouts that he is just a hero to a lot of drunken dogs. The final scene shows Brant, Tad and Margaret driving away in a wagon, a better understanding between them.

HIGHLIGHTS: Brant returns from the war.

The Desired Woman

Distributed by Warner Bros.

STAR: Irene Rich.

SUPPORT: William Russell.

TYPE: Desert story.

TIME: The present.

LOCALE: Sudan section of the Sahara desert.

LENGTH: 6 reels.

SYNOPSIS: Lady Diana is taken to the Sudan section of the Sahara by her husband, Capt. Maxwell of the British army. Believing that Lt. Kellogg and his wife are interested in each other, Maxwell deserts Kellogg in the face of hostile natives. He returns to the post, half-crazed by the heat, and finds Lt. Trent, newly arrived who bears to Lady Diana a message from an old suitor, Lord Vincent. Maxwell sends Trent on an errand which meant almost certain death. Trent finds Kellogg and brings him back—insane—to the post. Later Kellogg and Lady Diana elope, but she turns back, and Kellogg is shot by Trent to preserve Diana's secret. In the end Diana divorces Maxwell and marries Lord Vincent.

HIGHLIGHTS: Kellogg is left to the mercy of natives, the ending, desert scenes.

Camille

Distributed by First National.

STAR: Norma Talmadge.

SUPPORT: Gilbert Roland.

TYPE: Modern version of a classical romance.

TIME: Present.

LOCALE: Paris.

LENGTH: 9 reels.

SYNOPSIS: The story opens with Armand bidding for the diary of Camille. He bids the highest, takes the book, and reads it. The story then unfolds itself, showing how Camille had become the mistress of a count. Armand had come into her life and she learns that he is the first man whom she really loves. At the opera Armand learns her real profession and scorns her. But still he can't keep away. He returns to the room but leaves when he overhears what he believes to be a love scene between the count and Camille. This incident leads into a striking climax.

HIGHLIGHTS: Parisian scenes, settings, Norma Talmadge's portrayal.

Underworld

Distributed by Paramount.

STAR: Olive Brook.

SUPPORT: Evelyn Brent.

TYPE: Crook story.

TIME: The present.

LOCALE: An American city.

LENGTH: 7 reels.

SYNOPSIS: "Rolls Royce," a former gentleman whose undoing has been drink, is befriended by "Bull" Weed, gangster. "Feathers", "Bull's" girl, takes an interest in "Rolls Royce" because of his well bred manner. Their love is restrained, however, because of their gratitude to "Bull". When "Bull" is captured by police and sentenced to hang, the door seems open to their love, but "Rolls Royce" plans a rescue that miscarries. "Bull" escapes, is caught again and goes to meet his doom happy in the thought that "Feathers" and "Rolls Royce" have been loyal to him.

HIGHLIGHTS: The escape of the gangster, scenes of the underworld.

Shanghaied.

Distributed by F B O.

STAR: Ralph Ince.

SUPPORT: Patsy Ruth Miller.

TYPE: Waterfront romance.

TIME: The present.

LOCALE: Along the waterfront and at sea.

LENGTH: 6 reels.

SYNOPSIS: A sea captain is robbed in a waterfront dive and blames his woman companion. He shanghaies the girl, but finally decides to send her back home. A year later he finds her in a worse dive. He upbraids her and she gives him the sum stolen from him. He finds that she has starved and slaved to get this money for him, and he again shanghaies her, this time willingly and they find happiness at sea.

HIGHLIGHTS: Scenes of the waterfront dives, acting of the leading characters.

Back to God's Country

Distributed by Universal.

STAR: Renee Adoree.

SUPPORT: Robert Frazer.

TYPE: Romance of the North.

TIME: The Present.

LOCALE: Northern Canada.

LENGTH: 6 reels.

SYNOPSIS: Jean Debois, a trapper accompanied by his daughter Renee, kills a man in self defense. Fearing Blake, who has insulted her, she appeals to Bob Stanton, a young American engineer, who loans the two his canoe. Arriving at the Debois cabin later, Stanton falls in love with Renee, but is told by her that she loves Blake. This is a pretense on her part to save her father whom Blake has threatened to disclose as a murderer. A coincidence gives the story a turn that runs into high keyed excitement.

HIGHLIGHTS: Scenes of Northern life.

The Patent-Leather Kid.

Distributed by Firt National.

STAR: Richard Barthelmess.

SUPPORT: Molly O'Day.

TYPE: War drama.

TIME: During the World War.

LOCALE: "Over there"

LENGTH: 11 reels.

SYNOPSIS: The Patent Leather Kid is a pugilist who sneers at patriotism when war is declared, and is disgusted when his girl goes across to do her bit. When he is drafted and sent "over there" he shows the white feather while in action. The death of his pal awakens him and he destroys a machine gun nest. Totally paralyzed, he realizes the love of country when the national anthem is played and succeeds in standing up to salute the flag.

HIGHLIGHTS: War scenes, acting of Richard Barthelmess, the ending.

SHORT SUBJECTS

Spice of the Box Office

When We Were Kids

A C A—One Reel

This number is taken from an Edgar Guest poem and is a combined scenic and narrative. The titles are in poetry. It tells the story of a farmer who nestles down in the shade of a big tree on a hot afternoon and dreams of his younger days. You see him as a boy, free from all duty and care, running over the fields, frequenting the old swimming hole, and fishing in the streams. The scenes are well photographed and the theme holds the interest.

Outdoor Sketches

Educational—One Reel

A Bruce scenic with some unusual shots. The reel is in two parts, the first showing the method in which salmon is caught on the Columbia River. Sundown on the ocean occupies the second half, and some well produced scenes of the sun and tide may be seen. It's a nature reel of rare beauty.

Snookums Disappears

Universal—Two Reels

Snookums is having his portrait painted. When the painter has his back turned the baby eats the paint and smears it over his face. Posing as Cupid he shoots the arrow through the canvas. It goes down the artist's throat. While they are pulling it out, Snookums makes his getaway to the apartment of a neighbor who is jealous of his dizzy blonde wife. Dovey chases him into the bedroom with the blonde. The angry husband kicks Dovey out. The baby gets off the elevator to let the jealous husband and his wife on. As the husband steps off at the ground floor, Dovey plunges into the elevator and embraces the blonde. The baby is missing again. The jealous husband beats up Dovey while the child enjoys the fast play. When Dovey picks himself up and gets back to the apartment, he finds the baby asleep.

The Parasol Ant

M-G-M—One Reel

This UFA novelty reel is the microscopic study of a species of ant which shows the peculiar habits of the little animal. The pictures have been enlarged to such an extent that it is almost possible to see the ant think. Its intelligence is surprising. The reel is an interesting one.

Tied Up

Universal—Two Reels

Magpie puts on the only clean shirt in the house and rides away to visit Susie Harper, taking with him a puppie which is a gift from Dirtyshirt to Susie. Dirtyshirt buys a shirt from a peddler and pursues Magpie, but the shirt is full of ants and he is compelled to take off all his clothes and jump in a lake. A horse thief, who has stolen Susie's white charger and painted him black, stops at the lake to laugh at the predicament of Dirtyshirt.

In the annual cross-country race Dirtyshirt rides the painted horse to victory and wins the money. Carrie Waite gives the horse a drink and the color runs off his nose. During the excitement the horse thief grabs the money from Dirtyshirt, jumps on the fast horse and is off. Magpie captures him and takes away the money, which he divides, awarding himself half for capturing the thief and giving Dirtyshirt the other half for winning the race.

With Love and Hisses

Pathe—One Reel

Stan Laurel and Jimmy Finlayson carry the comedy in this comedy of the Citizens Military Training Camp. Laurel as the awkward and dumb rookie, is getting into trouble constantly with his hard-boiled top sergeant. The sergeant in turn, invites the enmity of the captain, and when the captain orders the sergeant to perform certain duties, the duties are passed on to the rookie. Not until the rookie starts using his head does he get the upper hand and wins glory for himself.

Felix the Cat in Jack From All Trades

Educational—One Reel

Felix's wife is continually reminding him of the fact that he is a bad husband and urges him to go out and re-fill the family purse. After being urged in more ways than one, Felix starts out to make some money. Most of his efforts fail until he comes into contact with a discouraged saxophonist. With Felix's aid, the musician gets popular again, and the coins come rolling to the pair.

Ant Life as It Isn't

Pathe Fable—One Reel

A cartoon burlesque of the shoot-em-up westerns. Andy Ant is indulging in a petting party with Miss Beetle and Miss Beetle seems to like it. Just as Ant thinks he has the girl won, along comes a bird who kidnaps the fair lady and runs off with her. Ant does everything to get her back, a thrilling chase takes place, but at last he is forced to call the fire department to rescue his fair lady from a tree. The pair is reunited.

Why Blondes Leave Home

Fox—Two Reels

Sally Phipps is the star in this comedy. Having graduated from a movie school, she believes she can go to Hollywood and brush all the stars aside and take her place in the sun. She quits her job in the laundry, much to the disgust of the driver of the laundry truck, and waves goodbye to the crowd at the depot. On the train she meets hundreds of other screen aspirants who mob a film producer they meet on the train. In Hollywood Sally finds that jobs are not easy to get. She is shifted from one place to another until the laundry driver arrives and starts a laundry for darkening hair. The place is rushed by the Hollywood blondes and Sally and her sweetheart have a fortune in sight.

The Better Role

F B O—Two Reels

Another chapter of the "Wisecrackers." Danny O'Shea rejects an offer to take the count in a prize fight so that his rival can win. As a result he gets knocked out. His pals try to outscheme the schemers and are successful so that in the next match Danny knocks his rival into the approaching week. A light comedy that should please.

Roaming the Emerald Isle

Pathe—One Reel

In this one we find Will Rogers, our unofficial ambassador abroad, in Ireland. It's a pleasure jaunt over the island with the most scenic spots well photographed. The usual "wise-cracks" about everything come from Rogers' fertile brain. The Lake of Kilarney are especially beautiful.

SEND US YOUR SHORT SUBJECT REPORTS

WHAT'S THE RESULT

DID IT GO OVER ? OR DID IT FLOP

Tell Your Fellow Exhibitors About It---Send in Your Report Now

MAIL IN YOUR FILM REPORT TODAY FOR THE NEXT ISSUE

My opinion on pictures recently played here is as follows:

Title _____

Star _____ **Producer** _____

Remarks: _____

Title _____

Star _____ **Producer** _____

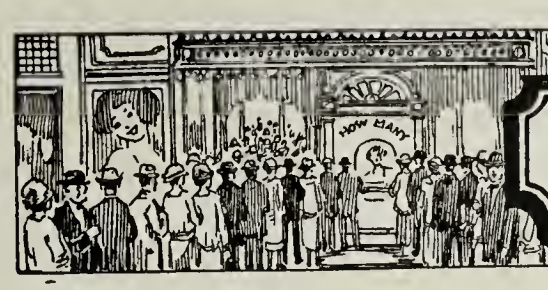
Remarks: _____

City _____

Theatre _____

Exhibitor _____

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.



BOX-OFFICE REPORTS

FBO

Cactus Trails, Bob Custer.—Nothing extra. Poor picture. Action was slow most of the time.—L. A. Banks, Silver Star, Forest City, Mo.

Tom's Gang, Tom Tyler.—Unusual western—went great with the kids.—H. E. Drew, Orpheum, Ionia, Mich.

Arizona Nights, Fred Thomson.—This has comedy and action and it pleases.—Mrs. Richard Preuss, Arvada, Col.

The Magic Garden, Special Cast.—Pleased a big crowd on a hot night. The picture is very good. Lake View, Lake View, Ia.

Silver Comes Through, Fred Thomson.—Thomson is well liked here and had fair business on this one.—Sun, Kansas City, Mo.

FOX

Three Bad Men, Olive Borden.—Wonderful, drew well.—Harold Immerman, Woodside, Bay City, Mich.

Outlaws of Red River, Tom Mix.—Had the biggest Saturday night this summer on this. Tom is O. K.—Garden, St. Clair, Mich.

The Last Trail, Tom Mix.—Fast moving with enough comedy to make it go over big. It pulled a big house for us. —Legion, Holyrood, Kas.

Is Zat So, George O'Brien.—A good entertaining picture of a prize fighter and his manager in high society.—Arvada, Arvada, Colo.

FIRST NATIONAL

Ella Cinders, Colleen Moore.—Colleen is always a good bet.—J. R. Robinson, Community, Riley, Kas.

Overland Stage, Ken Maynard.—A western that should please 90 per cent. —J. R. Robinson, Community, Riley, Kas.

Naughty But Nice, Colleen Moore.—Very good. Best from this star for a long time. Good Sunday show.—Harold Smith, Dreamland, Carson, Ia.

METRO-GOLDWYN

The Fire Brigade, Charles Ray.—Good picture but nothing to brag about as a special. Good fire scenes. Drawing power, fair.—F. H. Jenkins, Douglas, Lees Summitt, Mo.

Callahans and the Murphys.—Good. M. A. Fauver, Broadway, Brooklyn, Ia.

Rookies, Arthur Dane.—Absolutely the best I have ever shown. Kept the audience in a constant uproar. Book it and boost it.—Harold Smith, Dreamland, Carson, Ia.

Frisco Sally Levy, Sally O'Neil.—Dandy entertainment of the Jewish type.—Harold Smith, Carson, Ia.

The Demi-Bride, Norma Shearer.—A nice little comedy drama.—Mrs. H. J. Green, Gem, Greenriver, Utah.

California, Tim McCoy.—Drew good Friday and Saturday. Business good with western fans.—A. F. Affelt, Liberty, St. Louis, Mich.

Lovers, Alice Terry.—Just a picture that will get by. Poor title, no drawing power.—A. F. Affelt, Liberty, St. Louis, Mich.

The Bugle Call, Jackie Coogan.—The picture drew fine for two days and went over big with the kids. The kid shows some great acting.—Strand, Robinson, Ill.

The Fire Brigade, Charles Ray.—The greatest picture of its kind ever produced. It has everything and will please everybody.—Princess, Buchanan, Mich.

Tillie the Toiler, Marion Davies.—I had to compete with a Chautauqua but I drew an extra big Monday and Tuesday. Everyone seemed to like it.—Photoplay, Ashland, Kas.

PATHE - DE MILLE

Up in Mabel's Room, Marie Prevost—Very clever comedy. Any exhibitor will not go wrong in boosting this for a real good entertainment.—L. A. Banks, Silver Star, Forest City, Mo.

PARAMOUNT

The Man of the Forest, Jack Holt.—Broke Saturday night records with this. It's great.—Mrs. H. J. Green, Gem, Greenriver, Utah.

The Potters, W. C. Fields.—A good comedy.—Mrs. H. J. Green, Greenriver, Utah.

Let It Rain, Douglas MacLean.—A dandy comedy drama.—Mrs. H. J. Green, Greenriver, Utah.

The Mysterious Rider, Jack Holt.—Pleased 100 per cent. This drew better than many specials.—Ira Stonebreaker, Allen, Allen, Kas.

Ritzy, Betty Bronson.—This picture did not do any good for me.—Ira Stonebreaker, Allen, Kas.

The Last Outlaw, Gary Cooper. —Good western stuff. Everyone enjoyed this one. Drew well for Saturday picture.—F. H. Jenkins, Douglas, Lees Summit, Mo.

UNIVERSAL

Painting the Town, Glenn Tryon.—One of the best.—M. A. Fauver, Broadway, Brooklyn, Ia.

TIFFANY

Passion, Pola Negri.—Rotten. Eight reels of misery.—Harold Immerman, Woodside, Bay City, Mich.

STATE RIGHTS

In the First Degree, Alice Calhoun.—A dandy fine picture in every way. Independents sure have the pictures. Try them out.—S. M. White, American, Keytesville, Mo.

The Kickoff, George Walsh.—Capacity house. Picture will received. Good box office value.—Fred Larkin, Community, Beattie, Kas.

Dangerous Friends, T. Roy Barnes.—A light comedy that pleased.—H. E. Drew, Orpheum, Iinia, Mich.

Mother-In-Law, Ruth Clifford.—One of the best shows. You can't go wrong on Independents.—John Wiley, Rex, Mulberry, Kas.

Christine of the Big Tops, Cullen Landis.—Fine picture. Good Saturday night program.—Rachel Bingham, Harmon, Milan, Mo.

Exhibitors:—

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MOVIE AGE

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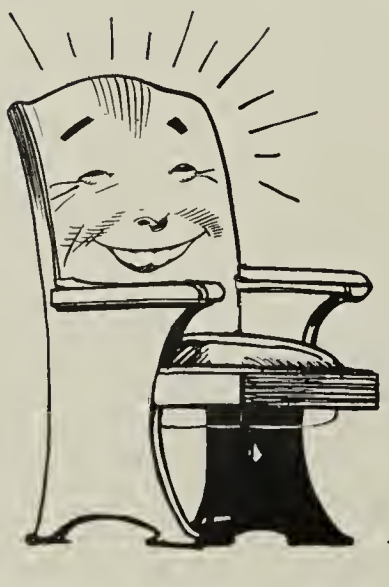

Watch for further
Announcements

MOVIE AGE

Volume V — OMAHA, NEBR., SEPTEMBER 24, 1927 — Number 44

THIS IS MY BUSY YEAR!

(1) GARDEN OF ALLAH

(handling the crowds at the Embassy, N. Y., at $2.00 apiece is a job in itself.)

(2) THE BIG PARADE

(the early bookings are already demanding return play dates —imagine!)

(3) BEN-HUR

(the last word!)

(4) MY STARS!

(I promised you a big name every week and how those babies are working to deliver!)

(5) LITTLE—BUT OH DEAR!

(Say, I'm proud of M-G-M News, Oddities, Our Gang and all my wonderful new Shorts!)

Signed—LEO (*the Flying Lion*)

A Business Magazine for the Film Trade in Iowa and Nebraska

To know what is going on in the industry, *locally* as well as nationally; to keep thoroughly posted on pictures being released; to learn their success or failure at big theatres and small theatres; in short to be informed about the things that will help you to get the most out of your business---that is the purpose and function of this trade paper.

You will be repaid many times the subscription price, if you read this magazine regularly . . . It's your HOME trade paper.

EDITORIAL

REPORTS have come to us from all parts of the country of the triumph of several acknowledged big pictures. All previous box office records have been shattered at the theatres at which these productions have been playing. And last week, one of the hottest September weeks in many years, did not deter the crowds from these pictures. This shoud be of great significance to every exhibitor and producer in the industry—that good pictures, and good pictures alone, without the "aid" of presentations, bands and revues, are what the public wants.

It is worth noting that these sensational hits have been scored by pictures from several producers, namely, "The Big Parade" and "Ben Hur," showing at popular prices, from Metro-Goldwyn-Mayer; "What Price Glory?" from Fox; "The Cat and the Canary" from Universal; "Beau Geste" from Paramount; "The Fighting Eagle" from Pathe-De Mille, and "Camille" from First National.

In Minneapolis Pantages introduced his new policy of featuring the picture with "What Price Glory?" The vaudeville was forgotten about. And this straight picture policy broke all house records, being held over for a second week of good business. In Kansas City "What Price Glory?" repeated this record in its opening week at Pantages house here. In Oklahoma City, in Des Moines, in St. Louis and where you like similar records have been set up.

"The Cat and the Canary," Universal's first special release of its 1927-1928 program, is being held over in Kansas City for a second week despite strong picture opposition and extremely hot weather. Reports state that this production has scored big at its first run showing in other parts of the country. Many similar instances can be sighted, all of which should make every one in the industry happy that so many good pictures have started off the season—let us hope a season of the bigger and better pictures that have for many years been promised.

This writer has never been in favor of lavish presentations in picture theatres, especially in their present form, and the manner in which exhibitors put them on to overshadow their picture entertainment. We have declared many times that "pictures for picture theatres" was the best policy and predicted that straight picture programs would pay the best in the long run. It is naturally gratifying to report the achievements mentioned above as proof of what can really be accomplished by pictures—and pictures alone—of real merit.

Just for the sake of comparison let us see what appeal there is in the big scale presentations that can draw patronage. Except for the occasional booking that includes a Paul Whiteman or some other celebrity there are no "names" that can be played up as a "draw" to the public. There is no exploitation or advertising value whatever to the average presentation revue. While in pictures there are many big "names"—stars of known box-office value; authors of wide popularity; stories of great public interest; in fact, there is something in every picture that can be "played-up", advertised and exploited to attract patronage.

Small town exhibitors and small theatres, have of course, never gone in for presentations. Some have feared they would have to resort to some "artificial" means to build up their business and have consequently failed to realize the full value of good picture programs alone. As we have pointed out there is some genuine value and audience appeal in every picture. But the public has to be told about them. Play your pictures "straight"; give the public good programs of feature and comedy attractions; back them up with good advertising; exploit as big as the merit of the picture warrents; and there'll be no sufferance for business!

Ethics Code To Be Adopted At Trade Parley October 10

Plans for Conference Progressing Rapidly; 100 Percent Representation of Producers and Exhibitors Expected

A code of ethics governing trade practices in the industry, which, on adoption, becomes compulsory to all factors of the industry, will be formulated at the conference on trade practices to be held at New York City, October 10 under the auspices of the Federal Trade Commission. In case of violation, the only consideration involved is whether the code has been violated with burden of proof resting upon the offending member.

Plans for the conference are going forward rapidly, and with the Hays office cooperating, it is believed that there will be a 100 percent representation of producers and exhibitors.

Exhibitors of the country will be represented by two delegates from each zone, to be selected by exhibitor members of board of arbitration, one to represent the chain houses and one to represent the owners of single houses and of groups of not exceeding five theatres. This would make 64 exhibitor delegates, each of whom could have a vote. Any exhibitor or representatives of theatre owner associations may attend, but only the representatives from the 32 zones would have a vote.

Procedure at the meeting or meetings will be for the commissioner who is acting as chairman to outline practices which should be clarified, and for persons attending the conference to make suggestions of practices which they believe to be unfair. Following the determination of the points to be considered, the conference will undertake a discussion of the practices and will wind up by adopting a code setting forth the standards to which the members must adhere.

If approved by a substantial majority of the representatives the code would be submitted to the Federal Trade Commission and if approved by the commission becomes the code of ethics for the entire industry along the lines covered.

Goudal Quits DeMille

Jetta Goudal and Cecil B. De Mille have terminated their contract by mutual consent. The agreement called for three more pictures. Jacqueline Logan will replace Miss Goudal in "The Leopard Lady" which Rupert Julian is directing.

McGuirk Resigns as President of F. N.; Hawley Takes Place

John J. McGuirk has resigned as president of First National despite the insistence of the directors that he continue in that capacity. Clifford B. Hawley is the new president.

Hawley is a partner in E. B. Smith and Co., Philadelphia and New York bankers who have been identified with all of the major developments and expansion moves of the Stanley Co. of America, who, with the West Coast Theatres, control First National.

McGuirk gave as his reason for resigning the fact that his work as president of the Stanley Co. did not leave him sufficient time to devote to First National. He will continue as a member of the F. N. Board.

Hawley will resign from E. B. Smith Company to give all his attention to his new duties. He contemplates no changes in the management of First National.

Bruce Gallup Is Elected New A. M. P. A. President

Election of officers of the A. M. P. A. September 15 resulted in the elevation of Bruce Gallup to the presidency. Lon Young is new vice president, James Zabin secretary and George Harvey treasurer.

C. W. Barrell, Al Selig, Fred Baer, Walter Eberhardt and Tom Wiley are the newly chosen members of the board of directors.

Jerome Beatty was appointed trustee and Jacques Kopfstein councilor to the U. S. Chamber of Commerce.

No Metro-U. A. Merger Say Schenck and Mayer

Joseph M. Schenck and Louis B. Mayer have reiterated denial that any merger of M-G-M and United Artists is contemplated. The statement was made prior to Schenck's departure from Hollywood for New York. Mayer had come to the train to say goodby to Schenck who was leaving for the East to assist in marketing of a number of recently completed United Artists pictures.

Independents Stronger Than Ever Says Irving Walenstein of Sterling

Exhibitors and exchangemen throughout the country are in a frame of mind enormously receptive to independent product, according to Irving L. Walenstein of Sterling, who has returned from a seven months' stay on the West coast, where he acted as sales executive in advising on production of the company's pictures.

The manner in which the opening independent productions of the season have been received has given the independent producers the confidence to forge ahead to still better pictures, states Mr. Walenstein.

Walenstein further stated that this year's independent product had already surpassed that of last year, and exhibitors were making no mistake in the splendid support which they have been giving the independent producers and exchanges.

"Wings" Starts 6th Week; Advance Sale of $32,100

"Wings," Paramount's spectacular roadshow picture of America's wartime aviators, opens its sixth capacity week Friday, September 16, at the Criterion Theatre, New York, with an even greater advance sale record than that of the previous week. The reservations sale had reached $32,100 on Thursday, according to A. Griffith Grey, head of the Paramount roadshow organization.

Tickets are selling as far ahead as November 14 and one aviator, living in Columbus, Ohio, has written for reservations on New Year's Day. Ticket agencies are buying three weeks in advance, paying cash with no return privileges, and, establishing the claim that "Wings" is the greatest hit of all the special pictures that ever have played on Broadway, the record number of standing room admissions sold from 40 to 75 (which is capacity) at each showing.

Cast Complete For "The Gay Defender"

The complete cast of Richard Dix's new Paramount starring picture "The Gay Defender," has been announced. Following are the members of the supporting cast:

Jerry Mandy, Robert Brower, Don Ferdinand Murietta, Harry Holden, Thelma Todd, leading woman, Fred Esmelton, Frances Raymond, Fred Kohler, and Ernie S. Adams.

It's a New World In Picture Comedies, Al Christie States

Short comedies must keep pace with those of feature length and with the ever-changing, ever forward-moving features—they must be up to the minute and constantly present new and different effects. This is the thought contained in an article by Al Christie on the subject "A New World in Picture Comedies."

One of the newer ideas in two-reel comedies is to use items appearing on the front page of newspapers as subjects. For instance, while there has been so much interest in airplanes, comedies using flying as a subject have been produced at the right moment and have had a great popular appeal.

Taking up another phase of new ideas in comedies Mr. Christie says, ". . . the public is not satisfied with just a lot of bathing girls cavorting on a beach in meaningless capers which have nothing to do with the plot. You have to present girls who are clever and can do something." He states that an ensemble of pretty girls must be shown in such a manner that their appearance forms part of the plot.

In conclusion Mr. Christie says: "We hurl the actors into the movement of the story just a little quicker, with the result that the comedies are a little shorter and they step along in a gingery, dashing manner."

National's Kilgen Organ Sales Climbing Steadily

The sales promotion department of National Theatre Supply Company at Chicago has just issued a report of its sales activities in the pipe organ field which it is claimed is very gratifying.

Although only a few months have elapsed since the National company took over distribution of the entire output of the Geo. Kilgen & Sons company, the sales of Kilgen Wonder Organs to theatres have increased tremendously and bid fair to over-run the quota established by both the factory and the equipment company when the distributing arrangements were negotiated, according to word received.

"Spotlight" Definite Title For Ralston Picture

Paramount this week named "Spotlight" as the definite title for the story of Manhattan stage life now in production with Esther Ralston in the leading role. Neil Hamilton has the leading male role and Frank Tuttle will direct.

Warner Bros. to Make Commercial Pictures

The formation of a new department to produce commercial pictures for outside organizations of every kind was announced this week by Warner Bros. This new branch will function in New York and will be under the supervision of Robert B. Fogel who has had diversified and long experience in the making of short subjects.

Educational, industrial, commercial and professional films of all descriptions will come under the scope of the department which has perfect facilities not only for the filming of black and white subjects but also for the production of motion pictures in natural colors.

Fox Re-Issues 3 Former John Gilbert Successes

Owing to a nation-wide demand on the part of exhibitors, James R. Grainger, general sales manager of Fox Films, has announced reissues of three of the best pictures John Gilbert has made.

"Cameo Kirby," with John Gilbert, Gertrude Olmstead and Jean Arthur, was an adaptation from the stage success by Booth Tarkington and Harry Leon Wilson. This love story of a romantic Mississippi river gambler, unquestionably rates as one of the most powerful pictures in which John Gilbert ever displayed his genius.

"Honor First" and "St. Elmo" are two other Gilbert reissues which Fox Films are offering in response to an enormous demand for the stories in which this star created his reputation. "Monte Cristo" released last season had an unprecendented reception.

"Honor First" is a story of France. It is a tale of the eternal triangle under the tricolor flag. "St. Elmo" is an adaptation of the novel by August Evans, directed by Jerome Storm. With John Gilbert are Barbara LaMarr, Bessie Love and other well known players.

"Honky Tonk" First Bancroft Starring Vehicle

"Honky Tonk" will be the title of George Bancroft's first starring vehicle for Paramount under a new contract signed recently when the company's executives decided that "Underworld" would make the "smiling heavy" one of its most popular players.

Fox Sends Out Six Trucks Equipped to Get Movietone Material

Movietone subjects are being made by six trucks touring the United States with recording equipment. This is in preparation for the releasing service to be maintained by Fox for theatres thruout the country which plan to put in the synchronization equipment. The six trucks will cover subjects for Fox News and other material.

It is expected that all houses of the Fox chain will have installed Movietone by the end of the present month.

Three theatres in the chain are already functioning with the new device. The Academy of Music, New York City, is running "What Price Glory" with full Movietone accompaniment. The Terminal in Newark is likewise showing "Glory" with the synchronized musical score, and in Philadelphia, "Seventh Heaven" is playing at the Locust with a full mechanical score.

Columbia Reaches Peak of Activity for New Season

With seven of the new pictures for the 1927-28 schedule practically completed, and several others under way, Columbia Pictures has reached the highest peak of activity for the new season.

"By Whose Hand?" has left the cutting room and is on its way to New York, scheduled for early release; "Isle of Forgotten Women," is now in its third week of production; Louis J. Gasnier is now at work on "Say it with Sables," which is Claire Windsor's first vehicle for Columbia; and production has started on "The College Hero," a story of modern university life.

Veteran Showmen

IF you were in the business when four reels comprised a program—when 5c was top—when a two-reeler was a feature—when you bought your service by the week—

THEN, BY GOSH, YOU BELONG TO THE OLD-TIMERS CLUB

TELL US ABOUT IT!

Are you interested in

BETTER PICTURES ?

With no expense to yourself do you wish to eliminate the inferior productions from the screens of America? Do you want to assure yourself of quality screen offerings?

Then

Join the

Better Pictures Club

Send in your box-office reports 100% on the pictures you play every day —every week!

Pledge

I, _____, do hereby apply
(name)
for membership in the

Better Pictures Club

through which I shall help to eliminate inferior pictures from the screen by sending in 100% the box-office reports on the pictures played at the_____Theatre

_____, _____
(town) (state)
every week to
Send me blanks to be made out every week.

HERE'S THE KEY THAT OPENS THE WAY

MAIL IT TODAY

Jack Cohn Tells of Columbia Picture's Producing Economy

Jack Cohn, treasurer of Columbia Pictures has returned to the home office in New York after a stay of eight months at the company's West Coast studios. He is now conferring with Joe Brandt on the acquisition of a number of new stars and the purchase of several important vehicles for future production.

While enroute East, Mr. Cohn visited most of the important key cities and secured first-hand information regarding the reception of the first three releases on the present season's programs.

Commenting on the manner in which "The Blood Ship", and "Alias the Lone Wolf" have been received by exhibitors the country over, Mr. Cohn stated: "Without a doubt Columbia has demonstrated its importance as a producing factor. Many of the theatre owners with whom I have talked personally, told me they are pleased with the way in which we are making good on our pre-season promises."

Mr. Cohn further said that Columbia studios were so organized that there was no waste in production, thus eliminating the burdening of exhibitors with unnecessary costs, and giving in screen value the full face value of the money spent in making pictures.

Warners Sign C. Nagel For Two New Pictures

Conrad Nagel put his signature this week to a contract with Warner Bros. to play in two pictures.

The first of the two additional films which Nagel will make will be "The Girl from Chicago" soon to be started with Ray Enright handling directorial duties. Following this the actor will be seen in a picture temporarily titled "If I were Single."

"Gorilla" Cast Completed

Dorothy Revier, Walter Pidgeon, Gaston Glass, Brooks Benedict, Syd Crossly and Aggie Herring have been announced as the supporting cast for "The Gorilla," the mystery comedy being produced by First National. Tully Marshall and Claude Gillingwater have already been announced as the two principal mysterious characters, and Charlie Murray and Fred Kelsey play the parts of Mulligan and Garrity. The identity of The Gorilla, the only part unannounced, will remain a mystery until Mulligan and Garrity solve the baffling problem.

William De Mille to Direct "Rip Van Winkle" For Pathe

"Rip Van Winkle" is considered such an important unit in this year's program of the DeMille Studios for Pathe Exchange, Inc., that Cecil De Mille has requested his brother, William, to return to direction for this immortal American epic.

Clara Beranger is now at work on the adaptation of "Rip Van Winkle," which will go into production very shortly with Rudolph Schildkraut as "Rip." Miss Beranger is making her adaptation from the Washington Irving novel, on which, it is said, nine-tenths of all Americans have sharpened their youthful literary teeth. Miss Beranger is also finding assistance in three or four of the existing classical stage adaptations of this story.

Tiffany Assembles Casts for Two Productions

Tiffany Productions, through M. H. Hoffman, vice-president, announces that casts are now selected for their second and third productions of the twenty-four features scheduled on the Tiffany line-up for this season's program.

In "Once and Forever," Patsy Ruth Miller will be seen with John Harron portraying the leading roles supported by Burr McIntoch, Emily Fitzroy, William V. Mong and Vadin Uraneff.

The cast for the third production "Women's Wares", a 1927 model romance, consists of Evelyn Brent and Bert Lytell playing the principal roles, with Larry Kent, Gertrude Short, Myrtle Stedman, Cissy Fitzgerald, Richard Tucker, Sylvia Ashton, Stanhope Wheatcroft, Robert Bolder, Gino Corrado and James Mack in the supporting cast.

Universal Re-Issues Clara Bow in "Wine"

"Wine," a popular Universal Jewel production starring Clara Bow, is to be re-issued this fall, the Universal home office announces. A complete set of new prints is being made, and an entire new line-up of posters, window cards, heralds, press book and other accessories is being turned out.

This Jewel was made several seasons ago by Louis Casiner from a sensational story by William MacHarg, published in the Cosmopolitan Magazine. It deals with an expose of the present day prohibition situation in America. In addition to the popular star, the cast includes such well known players as Forrest Stanley, Myrtle Stedman, Huntly Gordon, Robert Agnew, Walter Long, Arthur Thalasso, Walter Shumway, Grace Carlisle and Leo White.

Four Specials on First National Schedule for Sept., Oct. and Nov.

Four specials are included in the First National releasing schedule for the three month period embracing September, October and November, comprising a total of fourteen pictures. The specials are "Camille", which ran eight and a half weeks at the $2.00 scale in New York City, "Rose of the Golden West," "The Gorilla" and "The Private Life of Helen of Troy," which will be released in October and November. Following is a complete list of the schedule:

The September releases are "Camille" the Norma Talmadge special, "The Red Raiders," featuring Ken Maynard, "Smile, Brother, Smile", a comedy with Jack Mulhall and Dorothy Mackail in the leading roles, "The Life of Riley," starring Charlie Murray and George Sydney, and "The Drop Kick," Richard Barthelmess vehicle of college life.

For October there will be "Rose of the Golden West," a George Fitzmaurice special, "American Beauty," featuring the beautiful Billie Dove, "The Crystal Cup," another film for the Jack Mulhall Dorothy Mackaill combination, "Breakfast at Sunrise," starring Constance Talmadge and "No Place to Go," featuring Mary Astor and Lloyd Hughes.

"French Dressing," "The Gorilla", "The Private Life of Helen of Troy," and "The Valley of the Giants" are the November productions.

Fairbanks Film, "Gaucho", Retitled "Over the Andes"

"Douglas Fairbanks as the Gaucho in 'Over the Andes'," is the final billing on tiss Picture, which was made under the tist Picture, which was made under the working title of "The Gaucho."

Exhibitors playing "Over the Andes" will simply use in electric lights "Douglas Fairbanks in 'Over the Andes.'"

"Over the Andes" will have its premiere at the Liberty Theatre, New York, in the fall, it was announced at the same time.

Co-Star Roland and Dove

Gilbert Roland will play opposite Billie Dove, in her forthcoming stellar vehicle, "Louisiana," it was announced this week by First National Studios.

This picture will be produced by George Fitzmaurice, and is to be filmed with a wealth of color and romantic investiture. It deals with the days of the Louisiana Purchase and the roles for the star and her leading man are highly dramatic.

PICTURE NEWS *Told in Pictures*

Jack Padjans, new Pathe Western feature star.

Scene from the Educational-Cameo comedy "Pound Foolish" in which George Davis is featured.

Creed A. Neeper, head of Harold Lloyd's New York offices, has been in Hollywood concerning the two-reel comedies made by Edward Everett Horton for Paramount. He is shown shaking hands with Horton (right), with the latter's staff attending.

Bert Lytell and Lois Wilson in a romantic scene from Columbia Pictures' "Alias the Lone Wolf," the second of "The Perfect Thirty" productions.

PICTURE NEWS *Told in Pictures*

SHIP AHOY!
Billy Dooley, Al Christie's comical "gob" will star in several of the new Paramount shorts.

Dorothy Devore, starring in a series of short features released through Eduucational Film Exchanges, Inc.

Harry Langdon and Ruth Hiaat in a scene from "His First Flame," a Mack Sennett-Pathe feature comedy.

Four good reasons why Mack Sennett, producer of Pathe come dy funmakers, is the Florenz Zeigfeld of the screen.

N-E-W-S B-R-I-E-F-S

Metro-Gldwyn-Mayer has inaugurated a weekly radio review of M-G-M News, the new newsreel, to be given each Thursday evening from 7:00 to 7:15 o'clock over station W H N, New York City. For this occasion the studio of station W H N was transformed into a miniature theatre where the latest issue of the newsreel was screened and the description of each of the events contained in it broadcast to the accompaniment of a specially arranged piano score.

The lease of the Globe Theatre, New York City, where "The Patent Leather Kid" has ben playing to capacity business since its opening August 15, has been extended to January 1, according to an announcement made yesterday by Samuel Spring, secretary-treasurer of First National Pictures. Arrangements also are being made for extended special runs of "The Patent Leather Kid" in other key cities.

Tiffany Productions, Inc., announces that they now have in the course of production four Jack London thrilling sea stories entitled "The Ghost Ship", "Stormy Waters", "The Devil Skipper" and "Sea Prowlers."

Elinor Glyn's "Red Hair", starring Clara Bow, has been postponed and the star will begin work on her next Paramount picture, "You Will Marry Me."

For the first time since their work under Cecil DeMille's direction in "The Ten Commandments" and "Triumph", Rod LaRocque and Leatrice Joy are to be reunited on the screen. "The Blue Danube" is the title of the picture in which they will be co-starred. The film will go into production soon at the DeMille studios for Pathe-DeMille release.

As leading man for Corinne Griffith in "The Garden of Eden," Charles Ray now returns to United Artists, for which company he appeared in "The Girl He Loved" and "A Tailor Made Man."

Barrett Keasling, who has been publicity director for DeMille since the inception of P. D. C. and personal representative for DeMille for a number of years, has resigned to accept the publicity job for another big concern. Henry McMahon of New York has been appointed to succeed Keasling.

Captain F. E. Kleinschmidt, Arctic explorer, has completed a feature which he made in territory adjacent to the Bering sea. The picture has a cast of all women players and is designed for state rights release. Editing and titling is now in process.

Mussolini will make his first appearance on the screen in a Movietone appearance for Fox. They will be in the form of two 30-minute talks, in which he will outline his political and social policies. Fox will present the films at the Times Square in New York during the latter part of the month.

Lupino Lane will direct himself in his next comedy for Educational. Lane holds a unique place in the amusement world. He has served as star, director, distributor, producer, and exhibitor. Lane holds the controlling interest in several London theatres.

Rumors that Gotham would merge with any other independent organization or that Gotham productions would be released by any other than its own distributing organization, are emphatically denied by Sam Sax, president of Gotham. Mr. Sax declared that the outlook for the independents has never been brighter.

In a recent address before the Hollywood Chamber of Commerce, Jesse Lasky said that Paramount had grown from an investment of $50,000 to an organization possessing assets valued at $130,000,000.

Charley Bowers, famous for his "trick" comedies for F B O, has signed to make six pictures for Educational. It took a carload of machinery to move the Bowers Unit from New York to Los Angeles. It will take three weeks to get the machinery installed before production can begin on the first under the Education banner.

Grace Cunard, a star of by-gone days, is coming back. She will appear as leading lady opposite Hoot Gibson in a coming Universal western.

Laura LaPlante's next for Universal will be "Thanks for the Buggy Ride." Following this one, she will make "Has Anybody Here Seen Kelly?"

Having attained its aim, the Short Feature Advertising Association has voted to disband. The organization was founded two years ago for the purpose of boosting short subjects.

Mack Sennett will change the title of "The Romance of a Bathing Girl." He is seeking a new title and offers an autographed picture of Sally Eilers, the star, for everybody who contributes a suggestion.

As a result of the remarkable business being done by "Les Miserables" at the Central Theatre, New York, and the new Montmarte in Brooklyn, Universal executives have decided to put the picture on a road show basis.

Ed. J. Smith, Tiffany sales manager, has been appointed general manager by M. H. Hoffman, vice-president. He will carry on his duties as general sales manager as before.

Marshall Neilan has been named to direct Colleen Moore's next for First National. The picture has not yet been titled.

The Harvard University Endowment Library has asked for the prints of D. W. Griffith's entire works. This will include "The Birth of a Nation," "Orphans of the Storm," "Broken Blossoms," "Dream Street," "Intolerance" and his current picture, "Drums of Love."

Al St. John, famous slapstick and acrobatic comedian, has been signed for the cast of Paramount's "Open Range," a story by Zane Grey.

It is reported that United Artists and Metro-Goldwyn are contemplating the production of Joan of Arc. Mary Pickford is considering the role for U. A. while M-G-M is considering Renee Adoree for the part. Each company has a different story conception of the girl's life.

Development of the Pallophotophone talking picture device has advanced to a stage where marketing of the product may be expected at an early date, according to Maj. Gen. James G. Harbord, president of the Radio Corporation of America.

Pathe Has Meeting; All Salesmen Are to Handle Entire Product

A territory convention was held at Des Moines two weeks ago by E. D. Hill, district manager, and A. Strombaugh, home office representative, and was attended by Walter Branson and A. Danke of Omaha, and Less Phillips of Des Moines. It was decided at this meeting that all Pathe and De Mille salesmen would handle the entire products. In the past the De Mille salesmen handled the De Mille productions only and the Pathe men handled the short subjects and Westerns only, but in the future each salesman will be appointed a certain block of territory for which he will be held responsible, and will handle both De Mille and Pathe products.

Arrangements Completed For Bowling League

Enthusiasts of the Bowling League met Saturday, September 3 and made tentative arrangements for the coming tournament. It was decided to hold another meeting the following Saturday to complete the plans and select captains. Six alleys have been reserved at the Elks Club for every Monday night at nine o'clock beginning the first Monday in October.

Those who have already signed up are:

C. P. Nedley, D. McLucas and J. S. Abrose, U. A.; G. H. McCool and C. J. Doherty, F B O; Howard Funk and L. C. Diamond, Educational; W. E. Bromson, A. E. Danke, B. Tillsworth and P. Bierman, Pathe; M. Comer, Warner Bros.; H. A. Friedel, F. C. Hensler, V. B. Trent, R. Houghton, and V. Fangman, M-G-M.; R. Morrison, Fox; L. R. Von Dollen, Liberty; J. A. Krestul and M. H. Okum, Blizzard Fan Co.; W. E. Barker, I. W. Fisher, C. E. Howell and Bob Mitchell, Paramount; L. Beinstein, Leon Mendelson and W. C. Brimmer,F. N.; and C. E. Williams, M. P. T. O. A.

Robinson to Remodel Crystal

Mr. E. R. Robinson of Scribner, Nebr., has purchased scenery and equipment from the National Theatre Supply Co., for the remodeling of his Crystal Theatre.

Lincoln, Neb.—The Playhouse, Lincoln's newest theatre, opened on September 5. The Playhouse was formerly the city auditorium.

New Princess Theatre Sanborn, Iowa, Opens To Very Large Crowds

The new Princess Theatre at Sanborn, Iowa had its opening last week and it was a most auspicious one. The S. R. O. sign was out for the opening shows and much enthusiasm was expressed in the attitude of the public toward the theatre. The theatre is a fine small town house and has the best of equipment with the latest devices of the modern theatre. The old Princess was destroyed by fire some time back and the new Princess is built on the site of the old theatre.

Abrose New President of Film Board of Trade

The Film Board of Trade held election of officers last Monday and elected Jimmie Abrose president. Mr. Danke, former president, gave the president's chair to Mr. Abrose while the Board called for a speech. Mr. Abrose complied with a very impressive address.

Earl Bell, manager of Warner Bros., was elected to the office of vice president.

Another Golf Item

In the last issue of MOVIE AGE we omitted a news article regarding Paramount Famous Golf Players. We understand that Mr. Mendenhall was beat by Mr. Frankel on the 10th hole, 1 up, and Mr. Frankel was then to play W. E. Barker. It seems that Mr. Barker made considerable noise about how he was going to take everything from Mr. Frankel. However when it was all said and done Mr. Barker took everything Mr. Frankel gave him, which was a beating on all six holes, the final score being six up on six holes. Why not play the 10 holes next time, Mr. Frankel, and continue the fun?

We undestand that Mr. McLean at Paramount is not the only Scotchman as Mr. Barker saved caddie fees by having Mr. Fisher act as his caddy for two days!

Theatre Closed

The following theatres have been closed: Pastime at Clio, Ia.; Opera House at Arlington, Ia.; Rialto at Alma, Nebr., quarantined, and the Reames at Naponee, Nebr., quarantined.

N. B. Weeks With M-G-M

N. B. Weeks, former booker for P. D. C., is now on the road for M-G-M checking "Ben Hur" and "The Big Parade."

Notables Invited to "What Price Glory" Showing at Des Moines

Gov. John Hammill, Mayor Fred Hunter, Christy McCormick, commander of Argonne post of the American Legion, and Harry Hoffman, commander of the Baldwin-Patterson post, were invited by Manager E. F. Lampman to be his guests at the showing of "What Price Glory," famous comedy drama of the world war. The picture opened at the Orpheum Theatre Sunday for a week's run.

Officers at Fort Des Moines also will be invited to witness the war classic of the screen, Manager Lampman said. Unusual stage effects and a special musical score played by Director Edgar Fawcett and his orchestra have been arranged.

Strickland Returns to Omaha To Book for Renown

Wm. Strickland who has been in Des Moines for the last six weeks with Fox has returned to Omaha to be booker for Renown Pictures. Mr. Strickland has been in the picture business in Omaha for 17 years. He started work for F. A. Von Husan when there were only three film exchanges in Omaha and has been connected with the film industry ever since. Therefore Mr. Strickland needs no introduction.

Brooks Tilsworth Now With Educational

Brooks Tilsworth, former Pathe feature man, is now special representative for Educational in the Iowa and Nebraska territory.

Bob Booth With F B O

Bob Booth of Booth Brothers at Nebraska City has gone on the road for F B O. Mr. Booth has been an exhibitor for a number of years and therefore meets the exhibitors with a full understanding of their trials and tribulations.

FOR SALE

THEATRE in a town of 1,200 population. Seating 285, fully equipped with two machines and about everything for town of this size. If interested inquire of A. L. Hepp, Greeley, Nebr. P2t

DAN DESDUNES
ENTERTAINERS
Will Draw the People and Please Them After They Come
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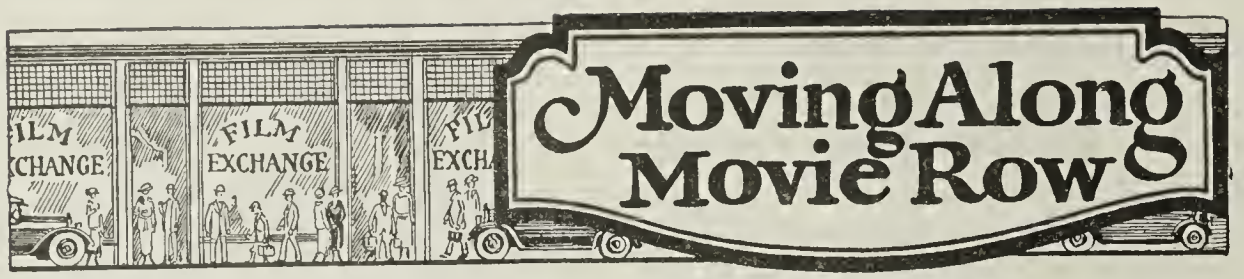


Mr. Gross has started out to represent National's Long Sign in Western Iowa territory. The Long Sign, one of National's new products in electric signs, was on display at the City Auditorium and at the hotel men's convention in Omaha. It proved to be very appealing to the hotel men, resulting in several prospective sign purchasers.

* * *

Bill Bowker formerly of the Opera House at Onawa has just returned from a three months fishing trip.

* * *

Joy Sutphen was in Omaha last week and purchased supplies for his new theatre at Lincoln, Nebr.

* * *

R. L. McLean, district manager of Pathe, was in Omaha for a few days last week.

* * *

J. McBride, salesman for Pathe, is taking the northwestern Iowa and South Dakota territory.

* * *

Louis Weimer is building a new 400 seat theatre at Sioux City, and expects to open it by November 1. It will be called the Classic.

* * *

"Skinny" Ebersol of Avoca, Ia., complains that he hasn't had any chicken dinners lately on account of the chicken thieves' activity around Avoca. "Skinny" says chickens are hard to find now.

* * *

Since final arrangements have been made and the teams are all set for the Film Industries Bowling League, quite a few of the boys are spending their spare time around the alleys in practice games.

* * *

Alexander Frank of the Frank Amusement Co. of Waterloo and Cedar Rapids, Ia., passed through Omaha last week on his four weeks' vacation.

* * *

Mayer Monsky, general manager of Blizzard Fan Co., drove a brand new Chrysler roadster from Omaha to New York City. He stopped at all the National Theatre Supply Co. offices en route, and reports that business looks good.

* * *

Homer Garvin of the Strand and Rivoli Theatres at Hastings, Nebr., called on Movie Row the first of last week.

Pat Dowling of Hollywood, personal representative of Christie Bros., was in Omaha last week.

* * *

E. L. Alperson, division manager of Warner Bros., was in Omaha last week.

* * *

Bob Green of Warner Bros., formerly of the St. Louis territory, is now working out of Omaha.

* * *

H. D. Day of the Princess Theatre at Mapleton, Ia., visited Omaha last week.

* * *

J. H. Olseen, F B O salesman, is sufferring with an infection in his foot and is delayed at Alma, Nebr, unable to call on his patrons.

* * *

Florence Gardner of F B O returned last week from a week's vacation.

* * *

Swan Olsen of the Swan Theatre at Walnut Hill, Nebr., was in Omaha last Monday.

* * *

Mr. McCord of the Lyric Theatre at Walnut, Ia., was in Omaha Wednesday.

* * *

C. J. Crammer of the Rialto Theatre at Stanton, Nebr., was in Omaha last week.

* * *

Victor Gross of the Star Theatre at Osmond, Nebr., visited Movie Row last Wednesday.

* * *

We have just learned of the engagement of Leon Mendelson booker at First National in Omaha, and Miss Ann Finkel. Congratulations!

* * *

The Omaha branch manager of First National, Wm. Brimmer, went to Kansas City last Friday for a few games of golf and incidentally attended to some business.

* * *

L. J. Lexley of the Idle Hour Theatre at Carroll, Ia., was in Omaha last week.

* * *

E. Donahoe has reopened the Opera House at Modale, Ia.

* * *

G. H. Rubenthaler of the Strand Theatre at Orleans, Nebr., visited Omaha last Monday.

* * *

Wm. Fraser of the Joyo Theatre at Haverlock, Nebr., was in Omaha the first of last week.

Bill Truog, district manager of Universal was in Omaha last Monday

* * *

Miss Esther Davidson of the Universal staff returned to work last Monday after a pleasant week's vacation.

* * *

H. W. Wengel, booker for the Hos tettler Amusement Co., spent the week in Omaha arranging bookings with the various exchanges.

* * *

Miss Bollen of Universal, who has been out of work for several weeks on account of illness, expects to return Monday.

* * *

Joy Sutphen is contemplating the building of a new movie house in Lincoln.

* * *

Fred Mehaffey of the Star Theatre at North Bend was in Omaha last week.

B. I. Van Dyké Dies Following Operation at Chicago Hospital

Last week marked the passing of one of the veteran theatre men of the state of Iowa, B. I. Van Dyke, who for the past fifteen years has had charge of the Royal Theatre in Des Moiness. Mr. Van Dyke has probably seen the longest service in consecutive management of one theatre of any exhibitor of the state. He retired from the theatre business this summer when the old Royal Theatre, located at Eighth and Locust streets, was torn down to make way for a business enterprise.

Mr. Van Dyke was one of the men prominent in the organization of the theatre men of the state. He served as president of the Iowa Theatre Owners Association for two years and last held that office when he was re-elected in 1926. He has also served in other capacities in the direction of the association and has served on the Board of Direrters several times. His shrewd good humor made him well liked by the theatre men of the state and his judgment in matters pertaining to the theatre game was accorded one of the sane and dependable influences of the theatre men's organization. He was president of the Globe Amusement Company which formerly owned the Royal Theatre.

Mr. Van Dyke's death, which came as a great shock to his many friends in Des Moines, followed an operation for gall bladder trouble performed at the Presbyterian Hospital in Chicago. He had been in ill health for some time and went to Chicago with Mrs. Van Dyke several weeks ago for treatment.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING SEPTEMBER 17

SUN

Cradle Snatchers.
Distributed by Fox.
BUSINESS: Fair, weather too hot.
AUDIENCE REACTION: Favorable.
HIGHLIGHTS: Comedy moments.
THEME: Three wives get tired of their husbands who claim they go on fishing trips too often. The men don't go fishing but have three girl friends. The wives get even by going out with three sheiks.
SUMMARY: Very good comedy. Should please any audience.
ENTERTAINMENT MERITS: 95 per cent.

MOON

The Frontierman, Tim McCoy, first half of week.
The Lure of the Night Club, Viola Dana, last half of week.
Distributed by Metro-Goldwyn and Fox.
BUSINESS: Fair, weather too hot.
HIGHLIGHTS: (First) acting of Tim McCoy. (Second) Night club scenes.
AUDIENCE REACTION: Favorable to first picture; luke warm at showing of second.
THEME: (First) A western romance. (Second) Story of big city night life.
SUMMARY: (First) very good; (second), fair.
ENTERTAINMENT MERITS: First picture, 90 per cent; second, 75 per cent.

WORLD

A Million Bid, Dolores Costello.
Distributed by Warner Bros.
BUSINESS: Good.
AUDIENCE REACTION: Mildly entertained.
HIGHLIGHTS: A shipwreck, the operation which restores the memory of the millionaire.
THEME: A rich man virtually buys a beautiful girl, is hurt in a shipwreck and loses his mind, the girl marries her first love thinking her rich husband is dead only to find later that he is alive, but his mind a blank.
SUMMARY: Better than average.
ENTERTAINMENT MERITS: 85 per cent.

RIALTO

Soft Cushions, Douglas McLean, 1st half.
Butterflies in the Rain, Laura La Plante, 2nd half.
Distributed by Paramount and Universal, respectively.
BUSINESS: Poor, weather too hot.
AUDIENCE REACTION: Favorable.
HIGHLIGHTS: Many beautiful settings and costumes in "Soft Cushions".
THEME: Soft Cushions: A twentieth century idea of an ancient harem.
Butterflies in the Rain: An aristocratic girl has some advanced ideas about marriage which are changed when she gets mixed up in a blackmailing scheme.
SUMMARY: First: average comedy; second: Average program.
ENTERTAINMENT MERITS: 80 per cent, first; 80 per cent, second.

RIVIERA

Hard Boiled Haggerty, Milton Sills.
Distributed by First National.
BUSINESS: Fair, weather too hot.
AUDIENCE REACTION: Seemed to like it.
THEME: Story of warriors of the air in the World war.
HIGHLIGHTS: Fights in the air, acting of Sills.
SUMMARY: Average program, nothing extra.
ENTERTAINMENT MERITS: 80 per cent.

CURRENT RELEASES

Week ending September 24, 1927

TIFFANY

Snow Bound, Betty Blythe and Robert Agnew, (6).
Lightning, Margaret Livingstone and Robert Frazer, (7).

SECURITY

Cruise of the Hellion, Donald Keith and Edna Murphy, (7).
Gun Hand Harrison, Tex Maynard, (5).
Lunch Hound, Bray Cartoon, (1).
Roman Scandal, Mutt and Jeff cartoon, (1).

EDUCATIONAL

Fox Tales, (2).
Follies of Fashions, Curiosities, (1).
Off Again, Jack Lloyd, (1).

F B O

The Gingham Girl, George K. Arthur, (7).
The Mojave Kid, Bob Steel, (6).
A Chin He Loved to Lift, Beauty Parlor, (2).
Fresh Hair Fiends, Beauty Parlor, (2).
Mickie's Pals, Mickie McGuire, (2).
Wanderers of the Waistline, Fat Men, (2).

FIRST NATIONAL

The Life of Riley, Sidney - Murry, (7).
The Drop Kick, Richard Barthelmess, (7).

FOX

The Joy Girl, Star Cast, (7).
Blackjack, Buck Jones, (6).
A Fool and His Honey, (2).

PARAMOUNT

One Woman to Another, Florence Vidor, (7).
Tell it to Sweeney, Chester Conklin, (6).
Mooney Mariner, Billy Dooley, (2).
Rail Rodes, Krazy Kat, (1).

PATHE

Hawk of the Hills, No. 5, (2).
Human Fly, Aesops Fables, (1).
Pathe Review, No. 39, (1).
Soda Water Cowboy, Wally Wales, (5).
A Perfect Gentleman, Monty Banks, (5).
Sailors Beware, Stan Laurel, (2).
The Weaker Sex, Rarebit Series, (1).

METRO-GOLDWYN

The Road to Romance, Ramon Novarro, (7).
Soaring Wings, Oddity, (1).
Yale vs. Harvard, Our Gang, (2).

UNITED ARTISTS

The Magic Flame, Ronald Colman, (8).

UNIVERSAL

Painted Ponies, Hoot Gibson, (6).
Monkey Shines, Ben Hall, (1).
Secret of the Cabin, Hayden Stevenson, (2).
The Winning Five, The Collegians, (2).
George Steps Out, (2).
Ridin' Whirlwind, Newton House, (2).

WARNER BROTHERS

Sailors' Sweethearts, Louise Fazenda, (7).
One-Round Hogan, Monte Blue, (8).

The Corby Theatre in Omaha celebrated its first anniversary last week and offered its patrons some very fine entertainment.

Give your patrons the best—use the
STRONG REFLECTOR ARC LAMPS and SUN-LIGHT SCREENS
For Sale By
Service Theatre Supply Co.
C. E. JONES, General Manager
303 No. 16th St. Omaha, Nebr.
Phone Atlantic 6375

E. H. Johnson Wins the Des Moines Film Board of Trade Golf Tourney

Mr. Shea, manager of the F B O exchange and the one who awarded the prizes in the golf tournament of the Film Board of Trade of Des Moines, made public announcement of the winners as follows:

E. H. Johnson, exhibitor at Audubon, was the champion, defeating Bobby Mitchell of the Paramount office at Omaha. In the consolation match the winner was Mr. Morris, exhibitor at Eagle Grove, while Jimmy Wynn of Educational office at Des Moines, lost to him. Harvey Graham of Bloomfield was winner of the second flight with Pearl Robbins of the Famous Players sales staff in Des Moines as runnerup. In the third flight McCullough, Paramount salesman, was winner with Manager Bill Copeland of the same office as runnerup. In the fourth flight the winner was Milt Frankel, United Artists salesman, and Harry Cohen, salesman for F B O won second place in this flight. Clyde Pratt, salesman for First National, was winner over Abe Frankel, owner of Riverview Amusement Park and the Casino Theatre in Des Moines as well as a number of theatres over the state. This was the first time that Abe Frankel who is one of the veteran showmen of Iowa, had ever played golf and heartiest congratulations were extended to him on his success in the tournament. Mr. Frankel has been bit by the golf bug BAD and if anyone wants to sell him pictures now they must meet him on the golf course.

Another unusual event of the match is the fact that Mr. Johnson, winner of the championship flight, is also a veteran in years and he surprised the bettors on the match in winning out over the youngsters.

Beale Now With F B O

William Beale, for the past eight years with Pathe as office manager and booker, has been secured by the F B O exchange for the same position at that office. Miss Ollie Reese who had been secretary to the branch manager is now the cashier for the exchange.

BRIGHT BITS *and* NEWSY NOTES

Herbie Koch, organist at the Capitol Theatre, Des Moines, recently underwent a throat operation. Homer Huntoon acted as his substitute during his absence.

* * *

Visitors in Film Row last wek were: Mr. Eddy of Indianola, Mr. Mathews of the Elmore Theatre at Buffalo Center, making one of his rare visits, Mr. Morris of Eagle Grove, Mr. Curtin of Redfield, and Mr. Pettit of Winterset.

* * *

Mr. Beatty, booker of the First National office, has returned from his vacation trip. Some of those who had their vacations earlier figured Mr. Beatty was pretty lucky to be holidaying during the hot days.

* * *

A number of pictures scheduled for the fall season are running against some unusual competition in the long heat spell which has hit Des Moines and the state, making records unusual for September in high temperature registers. However, the continued warm weather put Iowa corn beyond danger from frost and this spells prosperity for all kinds of businesses almost immediately.

* * *

E. P. Smith has bought the Majestic Theatre at Fort Dodge and is now operating it under the new name of the Polka Dot. Mr. Smith was formerly an exhibitor at Newton, Iowa and has been for a number of terms the executive secretary of the M. P. T. O. A. of Iowa. The Majestic was one of the A. H. Blank houses.

Jim McGivern who used to be with Universal here was a visitor at the office last week. He is now with Universal at Indianapolis. Mr. McGivern is a brother of Mrs. Mary Benjamin, formerly secretary and treasurer of the Des Moines Film Board of Trade.

Theatres which have temporarily or indefinitely closed are the Plaza Theatre at Dundee, Iowa and the Opera House at Arlington. Mr. C. W. Lawrence has the Dundee house and A. R. Baird is owner of the Arlington Opera House.

* * *

Stanley and Cecil who have been in partnership at the Rialto Theatre at Bedford for some years have decided to dissolve partnership with one of the owners taking over the interests of the other. The deal has not yet been consummated.

New Suburban House is Planned for Des Moines

A new suburban theatre is being contemplated for Des Moines that will be located near the campus of Des Moines University. Charles F. Chalmers plans to build an $8,000 house which will have as its address 211 Euclid avenue. Mr. Chambers applied for permission to build the theatre and has now secured the permit, is the report, after delay occasioned by the necessity of securing the approval of adjoining property owners for a variation in the length of the rear yard.

The zoning ordinance calls for a 25-foot rear yard and Chambers asked to be allowed to cut this to ten feet in order to allow him greater length for the theatre.

Two New Salesmen on F B O Staff at Des Moines

Two new salesmen have been added to the staff of F B O. Harry Frankel, formerly salesman for Pathe, is now covering the northern part of the state for F B O, while Howard Gould who also comes from the Pathe office here is now selling the southern territory for F B O.

Des Moines, Ia.—George F. Clark, veteran operator of theatres, will manage the Shrine Auditorium for Za-Ga-Zig Temple during the coming season, according to announcement.

EXPLOITATION IDEAS AND HINTS

Campaign on "Ben Hur" in Cleveland Sets a Record For Exploitation Stunts

The campaign for "Ben Hur" recently put over at Loew's Stillman Theatre, Cleveland, by W. R. Ferguson, M-G-M manager of exploitation, and Chas. Deardourff, territorial exploiteer assisting Fred Desberg and M. A. Maloney of Loew's Ohio Theatre, scored a veritable knockout and presented a model for countrywide exploitation of this great feature, soon to be released everywhere at popular prices.

One of the features of this campaign was the special added attraction for the stage presentation. The original chariot race used many years ago with great success in the stage production of "Ben-Hur" was presented in a spectacular manner during the screening of the picture, making a very favorable impression with the patrons. The management concedes that this extra added feature has proved a great box office attraction for the engagement.

An unusual tie-up was made with the Miller Brothers 101 Ranch Show, whereby the Stillman Theatre management was able to place their "Ben-Hur" advertising on six elephants and two camels. This flash was seen by over one-hundred thousand people during their street parade.

What is considered one of the finest bits of promotion ever secured in Cleveland was the valuable hook-up with the Cleveland Industrial Exposition, known throughout the middle west as a miniature world's fair. Through the courtesy of Mr. Dickey, Chairman of the exposition, prominent space was secured for a "Ben Hur" booth.

Arrangements were made with Grossett and Dunlap Co., to send a special exploitation agent to Cleveland to cooperate with the local M-G-M exploiteer in securing store windows on the "Ben-Hur" photoplay edition tie-up. Forty-one big stores were secured, mostly in the downtown section of Cleveland, in which framed stills and oil paintings were placed.

Special invitations and guest tickets were mailed to clergymen of every denomination. Additional newspaper space was taken in Jewish, Italian and Greek newspapers. Special half sheet posters were distributed in Italian and Jewish sections. Special snipping comment included two sheets, 300 window cards, 38 sheets, 43 sheets, one hundred 24, and special painted boards.

Twenty-four paintings which included a new type shadow box display on the chariot race made the patrons stop and look. Two empty store windows located in the same block with the theatre had a striking "Ben-Hur" display which included the novelty ferris wheel still attractor. On the opening night of the picture special motion pictures were made in front of the theatre; hundreds of people jammed the sidewalk in front of the theatre in an effort to get in the pictures. "Ben-Hur" is still running to capacity at the Stillman, and new records are being established, thus making the sixth consecutive week of the record breaking showing of "The Big Parade" and "Ben-Hur."

Tents on Marquee Used for "Beau Geste" are Effective

Emil Bernstecker, manager of the Lyric, Jackson, Tenn., gave a novel flash during the showing of "Beau Geste."

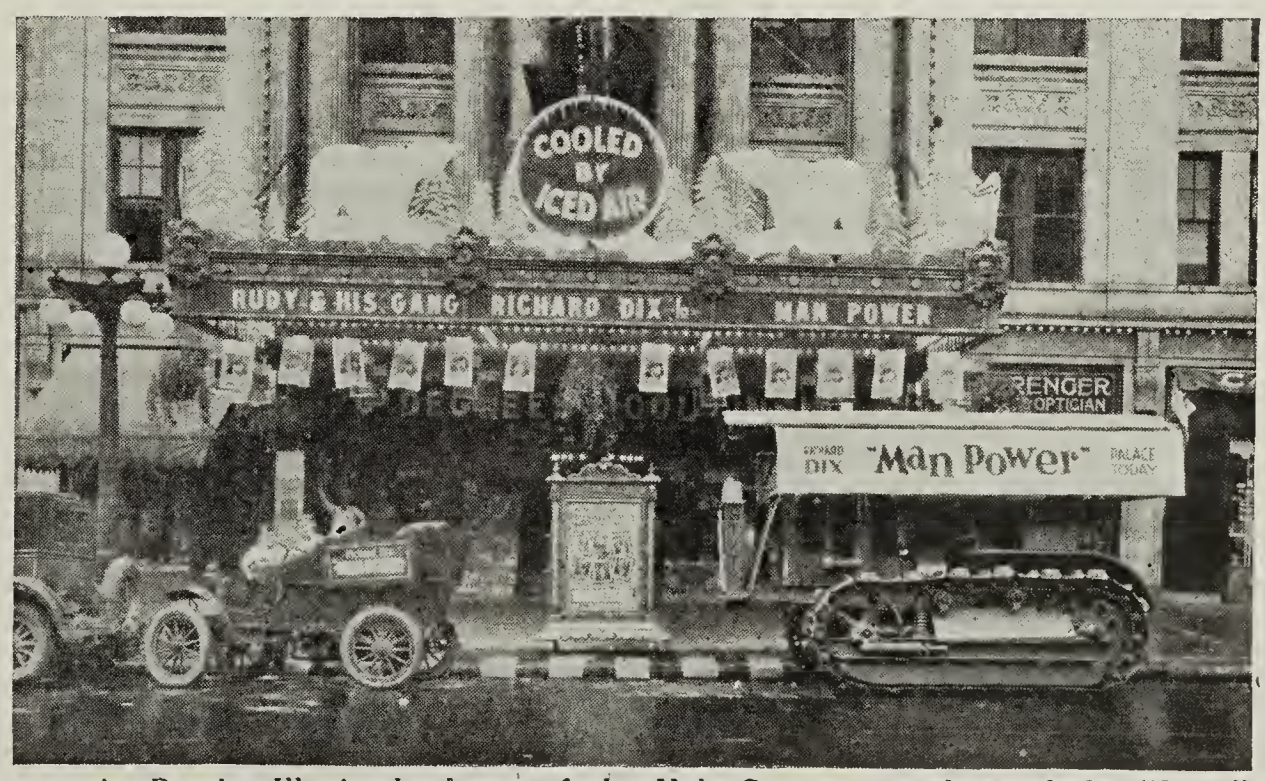
Four army tents were perched on top of the marquee, side by side, which attracted attention for a block away. On the ends of the marquee and between each tent were cut-outs of Noah Beery and Ronald Colman. Letters, spelling the title of the picture, hung down from the ledge. As the letters were three feet high, they could be seen from a long distance away.

Bamboo Poles Give Lobby a Jungle Flash for "Chang"

John Reed, of the Capitol Theatre, Little Rock, Ark., transformed his lobby into a jungle during the showing of "Chang." 80 bamboo poles, 9 feet tall, were placed around the lobby to give a krall effect. The box office was inside the bamboo walls. Green vines and foliage were placed on the poles and large cutout letters were strung along in front of the ticket window. Cut-outs of animal heads in shadow boxes were placed on each side of the box office.

Suspenders in Window Make Good Publicity

C. Clare Woods, manager of the Colorado Theatre, Colorado Springs, arranged a window display of suspenders in connection with "Firemen Save My Child." The suspenders were in various colors but the most conspicuous were red, and dangling from these were stills of Wallace Beery and Raymond Hatton. Cards announced the title, date, and theatre. . The window attracted a great deal of attention and business at the theatre was good.



As Peoria, Ill., is the home of the Holt Company, makers of the "Sixty" tractors, and "Manpower" is a picture dealing with tractors, Mr. Worley, of the Palace Theatre hooked up the picture and the tractor company and got a good exploitation stunt. The tractor, pictured above, went on parade and roused up some good business for the theatre.

An AD-itorial

By R. C. "BOB" GARY

ACCESSORY ORDER.
SHIP ME
1 — 1 SHEET
1 — 3 "
1 — SLIDE
RUSH — I WANT TO BILL MY TOWN MR EXHIBITOR
CUCK-COO HERE'S A MILLION DOLLAR ORDER.
WHY POSTER CLERKS GO MAD.
Bob Gary

ADVERTISING AND EXPLOITATION will spell much toward your success this year. It is the art that deserves serious attention. It is the one factor in busines powerful enough to turn distaster into success. Mark that well!

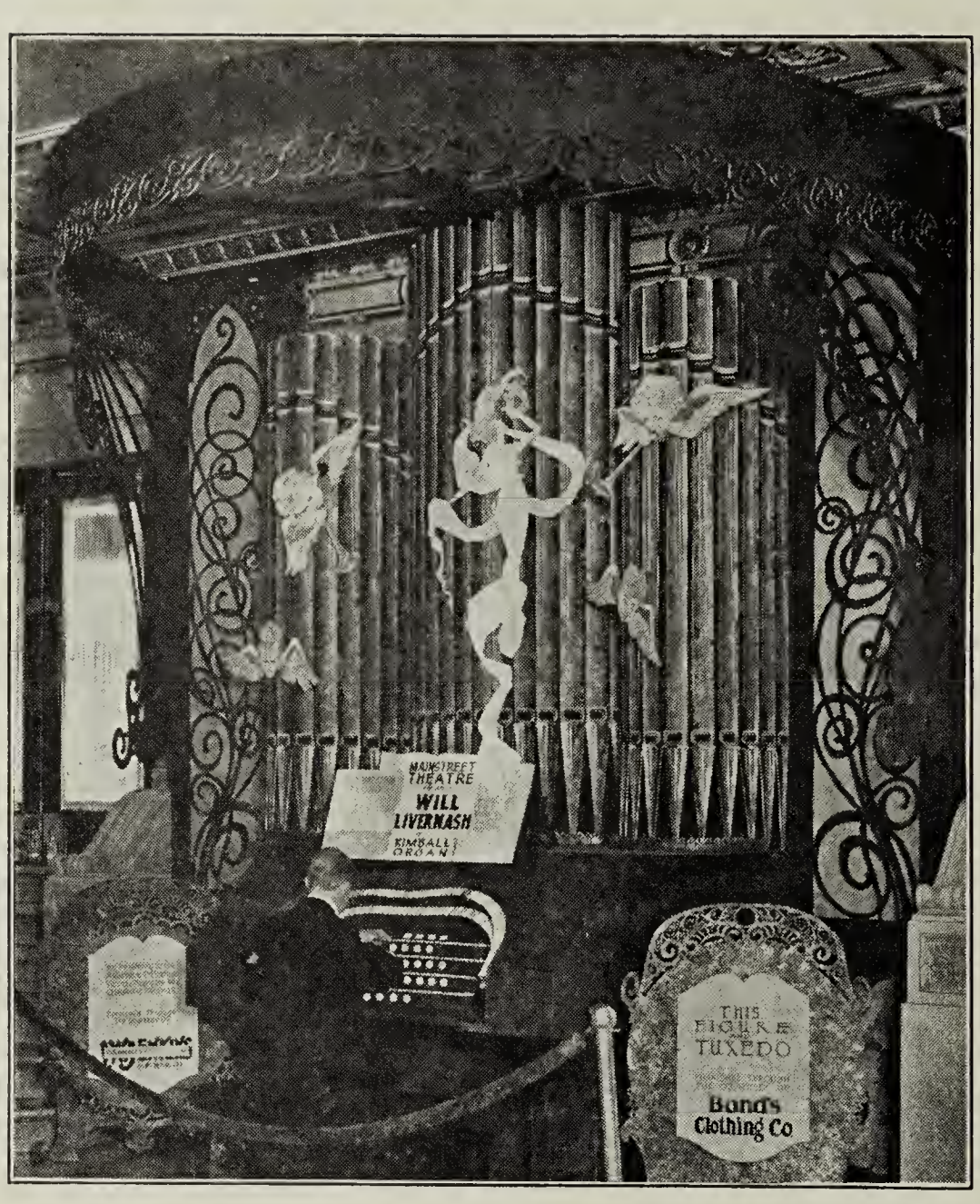
During the dull season as well as the more prosperous, Universal, Metro-Goldwyn, Paramount and others continue their national advertising. They never let up driving home the message telling the qualities of their product.

A large percentage of all the business failures last year were firms that did not advertise. This statement was made by one of the commercial agencies.

Turn all your knowledge and power of your mind to profitable use in the design and construction of your advertising literature.

Find the chief talking points of each production you offer. Make your ads attractive. Make the public understand and believe the message you give them. Right now the public is shopping for the best and people are inclined more than ever to be guided by your message. Make your advertising copy the talk of your town, and your box-office reports will read something along this line: "A knockout—the talk of the town. Receipts increased daily throughout the first week. Second Saturday bigger than the first. Positively phenomenal attraction."

Exhibitors--- Send Us Your Exploitation Stunts



A lobby display which virtually caused a stampede was successfully put over at the Mainstreet Theatre, Kansas City, when a new organist had been engaged by the theatre. A "dummy" pipe organ was constructed in the lobby. The organ was built so skillfully that only by close inspection could the passerby detect that it was not real. A wax figure sat at the console while a Victor Orthophonic played organ records concealed back of the structure. Will Livernash was the new organist.

Kissing Cut-Outs Offer a Good Stunt at Columbus, O.

Burnes O'Sullivan, Palace Theatre, Columbus, O., promoted a clever advance publicity stunt in connection with "Naughty But Nice," Colleen Moore's comedy for First National.

Two large cut-outs of Colleen and Donald Reed were placed in the lobby. A concealed motor caused the two faces to come together at short intervals, and when the lips met, sparks shot out. This stunt gained big publicity in the town and stimulated business.

Board of Nautical Knots Used For Sea Film

When E. P. Bridges, Rialto Theatre, Colorado Springs, was playing "Captain Salvation," he used a simple little trick that brought business to the box office.

Knowing that the picture was a sea story, he borrowed a board containing different nautical knots from the naval recruiting station. He placed the board at the entrance to the lobby where it attracted particular attention. Briggs offered a prize for the person who could name correctly all the knots on the board. It got a big response from the Boy Scouts who are trained to tie the various knots.

Whitewashed Ford Attracts For "Arizona Bound"

George Watson, of the Spencer, Rock Island, Ill., used a simple means of attracting attention for "Arizona Bound." He painted an old Ford white and brightly lettered the title of the picture. This was driven around town a few days before the show opened. Business was reported good.

EQUIPMENT AND SUPPLIES

Film Speed Indicator Now On the Market by National

The J. E. McAuley Manufacturing Company have, during the past several years perfected and placed at the disposal of the theatre industry several noteworthy inventions and improvements in theatre equipment, the principal and outstanding of which is the Peerless Reflecting Arc Lamp, which now enjoys world-wide popularity.

The McAuley Company also produces a film speed-indicating device, also called the Peerless, which is distributed by the National Theatre Supply Co. This very worthy article has never been advertised extensively owing to a somewhat limited demand, and also to the fact that the company's advertising has been devoted principally to their reflector arc lamp. Nevertheless, the film speed indicator is an excellent product and even though little effort has been made to expand its adoption in the better class theatres, it has become a most popular selection for the larger theatres, scores of whom are using it at the present time.

The value of a speed-indicating system can be and is most frequently underestimated. With a dependable device of this kind as a part of the kine-booth equipment, the manager, musical director, stage manager, head ushers and other department heads of the theatre may easily determine the progress of the performance, and the projectionist is better able to maintain a schedule of his screen time. It may be used to most beneficial advantage in the rehearsal room for previewing films and cueing the pictures. With individual registering dials on each projector, it is easy to determine which machine is in operation with merely a glance at the indicating dials, positioned at one or several points in the theatre and wherever desired.

Progress is Keynote of M. P. Engineers Meeting

Progress in all branches of the industry will be the keynote of the fall meeting of the Society of M. P. Engineers to be held Sept. 26-29 at Lake Placid, N. Y. New apparatus developed by manufacturers, forecasts of improvements to be made, questions and suggestions as to the betterment of the industry are to feature the sessions.

Entertainment features at the fall meeting it is promised, will eclipse former programs provided.

New Holmes Projector is Priced 50 Per Cent Lower

Designed for theatres of 1,000 seats and less with a throw not to exceed 135 feet the recently marketed Mazda-equipped projector of the Holmes Projector Co. is about 50 percent lower in price than other projectors.

The projector is equipped with 13-inch magazines for ten-inch reels for 1,000 feet of film and with 16-inch magazines for 14-inch reels of 2,000 feet of film.

The projector can be furnished with stereopticon equipment which makes it possible to dissolve slide pictures into the motion picture or vice versa without a jump on the screen, the company claims.

A 30-volt, 30-ampere lamp is attached to this machine. If used on 110 volt alternating current, a rheostat is necessary. On direct current a transformer is required. The machine has a tilting range in a downward position of 30 degrees and 15 degrees upward. Under the pedestal is a large hand wheel for raising and lowering the entire machine with an adjustment range of six inches. At the lowest point the distance from floor to lens is 48 inches.

By loosening one screw, the lamp unit can be brought through the bottom of the lamphouse and new unit replaced. There is only one screw for adjusting the lamp forward, backward or sideways.

This projector is said to be very compact and comparatively simple of operation, so designed as to eliminate trouble.

O. J. Holmes, head of the Holmes company has been building portable projectors for 15 years and but recently turned his energies toward the theatre field. His new machine has been in process of development for several years.

One-Contract Equipment Plan Grows in Popularity

Since National Theatre Supply Company inaugurated its complete service program some months ago, and assumed the responsibility of acting in an advisory as well as an equipment and supply capacity, there has been a rapidly increasing demand for the services of the engineering division and the one-contract plan department of the company.

The saving of time by a composite order for all equipment wanted is one of the apparent reasons why exhibitors like the National's new complete service program, according to T. J. Major, in charge of the one-contract division.

Speed Chart For Regulating Time and Footage Available

The Chalmers Publishing Company of New York is offering a speed chart for theatre owners and projectionists. By its use the operator may determine at what projection speed any footage must be run in order to project it in any given time, or what time will be required to project any footage at any given speed of projection. Information is obtained by sliding a bar and reading the figures.

The chart is made of indestructible material and may be hung conveniently in the office or booth. The price is one dollar and may be obtained from the Chalmers Company, New York City.

New Cut-Out Machine

S. L. Oakley, Austin, Texas and Arthur Baker have devised a cutting machine which can be manufactured for $9.50.

Exhibitors Over the Country
Are Simply Going Wild Over
The Real Genuine Pink Sheet
Get Your FREE Copy TODAY From
Monarch Theatre Supply Co.
395 South Second St. MEMPHIS, TENN.
(Established 20 Years—We Must Be Reliable)
EVERYTHING FOR "THE MOVIES"

The PICTURE GUIDE

Little Tips on New Pictures

Clancy's Kosher Wedding

Distributed by F B O .
STAR: George Sidney.
SUPPORT: Will Armstrong.
TYPE: Irish-Jewish comedy.
TIME: The present.
LOCALE: An American city.
LENGTH: 7 reels.

SYNOPSIS: Hyman Cohen and Tim Clancy are proprietors of side-by-side clothing stores. Both resent the fact that Leah Cohen and Tom Clancy are fond of each other. A firebrand is added to the combination by the attention of Izzy Murphy, a prizefighter, to Leah. At an Irish-Jewish picnic, Tom and Izzie are about to have a fight when a promoter steps in and offers a purse of $5,000 for them to fight it out in the ring. Hyman and Tim wager everything they have on the fight. Izzie loses, leaving Hyman penniless, but the Cohen family is taken back to their old home by Tim and the former competitors are reunited as partners.

HIGHLIGHTS: The free-for-all fight at the picnic, comedy moments, acting of George Sydney.

The Way of All Flesh

Distributed by Paramount.
STAR: Emil Jannings.
SUPPORT: Phyllis Haver, Belle Bennett.
TYPE: Intense Drama.
TIME: 1910 and the present.
LOCALE: Milwaukee and Chicago.
LENGTH: 9 Reels:

SYNOPSIS: August Schiller, a home-loving German, is sent to Chicago by the Milwaukee bank where he is employed. On the train he meets Mayme, the bad woman of the story, who persuades him to have his beard shaven off, gets him drunk and steals his bonds in a Chicago dive, while he is asleep following a riotous night. When he tries to retrieve the stolen fortune he is knocked unconscious by a gangster and placed on the railroad tracks. As the train approaches, he regains consciousness, and places his captor on the tracks in his place just as the train rushes over the spot. The gangster had Schiller's identification in his pockets, so the newspapers reported Schiller as dead, this report being taken as authentic by his family. So to avoid disgrace he remains "dead." Years later he sees his son's name in electric lights as a famous violinist and hears him play. He follows the boy to his old home, and the kindly son gives him money, thinking him to be a poor stranger. So August Schiller walks alone into the snowy night, never revealing to his family that he is still alive.

HIGHLIGHTS: Acting of Emil Jannings, the plot, the train rushes by, the ending.

The Chinese Parrot

Distributed by Universal.
STAR: Marian Nixon.
SUPPORT: Hobart Bosworth.
TYPE: Mystery melodrama.
TIME: The present.
LOCALE: Hawaii, San Francisco and Mojave desert.
LENGTH: 7 reels.

SYNOPSIS: Sally Randall marries Philmore, the man of her father's choice, thereby jilting P. J. Maden, to whom she has sworn her love. Twenty years later, Mrs. Sally Philmore, now a widow in financial straits, returns to San-Francisco to offer for sale the last of her possessions, a valuable string of pearls. The prospective purchaser proves to be Madden, who is struck with the beauty of Sally, his former sweetheart's daughter. Madden requests that Mrs. Philmore and her daughter bring the pearls to his desert hacienda. While awaiting their arrival at his desert home, Madden is struck on the head by his secretary because of the presence of a crook who bears a remarkable resemblance to him. The crook takes over the hacienda, impersonating Madden, and meets Sally. Then a chinese parrot overhears Madden's cry of "Murder!" repeats the cry and the story takes a new turn from this moment to the exciting climax.

HIGHLIGHTS: The plot, Chinese scenes, acting of Marian Nixon.

The Fighting Eagle

Distributed by Pathe-DeMille.
STAR: Rod LaRocque.
SUPPORT: Phyllis Haver.
TYPE: Romance of Napoleonic days.
TIME: When Napoleon was at the height of his career.
LOCALE: France.
LENGTH: 8 reels.

SYNOPSIS: Etienne Gerard, grandson of an innkeeper, assists the Countess de Launay, an agent of Napoleon, and is made a captain. He goes with the Countess on a secret mision to Talleyrand who has fallen into the bad grace of Napoleon. Gerard overpowers Talleyrand who is about to have the Countess arrested. Servants of Talleyrand place Gerard in a cabinet and send him to the Emperor. The Countess had placed an important paper, for which she had gone to Talleyrand, in Gerard's cap and thrown the cap into the cabinet. When the cabinet is delivered to Napoleon, the Emperor is enraged because he does not receive the paper. Gerard is sentenced to death, and tosses away the cap which is picked up by a peasant. Gerard escapes and together with the Countess, who has told him where the paper is, seeks the important document. Seeing Napoleon's carriage, he overpowers the postilion, takes the man's uniform and drives away with the Emperor. Napoleon, enraged, condemns him to death, but the Countess sees a peasant about to light his pipe with the paper, which she seizes and returns to Napoleon, saving Gerard, who is made a Brigadier, and the two are united.

HIGHLIGHTS: Handling of the plot, fight scenes, acting of Rod LaRocque.

Foreign Devils

Distributed by Metro-Goldwyn.
STAR: Tim McCoy.
SUPPORT: Claire Windsor.
TYPE: Action drama.
TIME: During the Boxer Uprising.
LOCALE: China.
LENGTH: 7 reels.

SYNOPSIS: Captain Robert Kelly falls in love with Lady Patricia Rutledge when he meets her at the last social function at the American Embassy just before the Boxer Rebellion. When he learns the following morning that she has gone on a dangerous sight-seeing trip with Lord Vivien Cholmondeley, he follows them, assists the two to escape hostile Chinese, later getting away himself by vaulting over the heads of his tormentors into the Yangtse river. Meanwhile, Viven and Pat are at the legation, helping to fight the Boxers. Kelly is with relief troops. He goes to the legation to notify those there that help is coming. He says nothing to Pat of his love because he believes she loves Vivien. As Kelly is about to shoot Pat to prevent her from falling into the hands of the Boxers, help arrives and the legation is saved. Vivien proves to be already married, so Pat and Kelly are joined in a happy union.

HIGHLIGHTS: Fights with the Boxers, Kelly about to shoot Pat, Kelly vaults over the heads of his tormentors.

SHORT SUBJECTS

Spice of the Box Office

Batter Up

Educational—Two Reels

George Davis, the town smart-aleck, is the hope of the local ball team. George convinces the club's owner to bet every cent on the coming game. George's rival for the hand of Lucille Hutton is the pitcher for the opposing team. George has a kid brother who keeps playing with some war relics, among them a hand grenade. The big game is called and somebody knocks a ball over the fence. The kid brother who is wandering near the gate has a white hand grenade in his hand. A player seeking the lost ball takes the explosive from the kid and throws it to the pitcher. The pitcher throws to George who is at bat; George missed the first two, but at last he connects and everybody is thrown sky-high in the fade-out. A particularly good spot in the picture is the hitting of the ball so hard that the pitcher, on catching it, is taken a few feet up in the air.

Row, Sailor, Row

Paramount—Two Reels

STAR: Billy Dooley.

Dooley makes his bow as a Paramount Christie comedian in this picture which has nothing to do with rowing. Billy is given shore leave and sent by the commander to buy a dog and take it to his daughter at a hotel. He buys a clever little bull dog, but the house detective won't let him enter the hotel with the dog. Billy disguises himself in various manners, but each time he gets caught. at last he climbs up a fire escape and enters the girl's room during a party. The girls give the dog a cream puff; the cream is smeared on the dog's face and the guests think a mad dog is loose. A general chase follows.

Smith's Pony

Pathe—Two Reels

All the Smith and the little Smiths appear in this comedy. The action revolves around a Shetland pony by the name of Lillian. Smith buys the pony and his numerous remarks regarding the welfare of Lillian and his expression of love for Lillian make Mrs. Smith believe that Smith is having a secret affair with a woman. It takes a number of funny situations and incidents to get things back to normalcy so that Mrs. Smith is no longer jealous.

Danger Ahead

Universal—Two Reels

STAR: Jack Perrin.

This number is the first of a series of Mounted Police stories that Universal is producing with Jack Perrin in the leading role. "Danger Ahead" concerns Jack's introduction to a gang of fur thieves in the northwest country. In the course of events, he meets a very lovely girl who happens to be the daughter of the gang's leader. When the father attempts to force the girl to marry one of the gang, Jack steps in, rescues the girl, and rounds up the thieves.

Nothin' Doin'

F B O—Two Reels

STAR: Charles Bowers.

Charlie is in love with a girl whose father is the chief of police. Charlie gets turned down every time he asks for her hand, but she tell him finally that he must became a cop if he expects to marry her. Charlie takes the suggestion and joins the force. But he isn't so very successful because he unconciously helps a thief to rob a jewelry shop. When a gang of bootleggers fool him, Charlie gets mad and takes the whole gang to police headquarters where the gang beats up everything and everybody at the police station. An especially good scene is one showing a cat and dog wearing boxing gloves and having a sparring match.

Hot Lightning

Educational—Two Reels

Clem Beauchamp is promised the management of his aunt's hotel if he will stop flirting. Clem promises and starts to learn the business from the ground up. He gets in bad right off the bat when he begins to flirt with the wife of a guest. And he gets in further when a salesman sells him on a water gun idea. The salesman switches the water gun to a real one, and Clem nearly blows the head off of another guest. The house detective puts a balloon in a fake brick and pretends to drop it from a balcony on to some people below. But the "brick" remains afloat in the air. Clem buys it, but the detective switches a real brick and Clem knocks out another guest. A salesman for lightning rods places a rod in his pocket during a storm and the lightning strikes him in the back pocket. The rod is thrown about to everybody until the hotel is wrecked.

Two Arabian Nights

Bray—Two Reels.

Victor Potel appears in this one as a traveling salesman on the Arabian desert, making his rounds in a motor car. A noted shiek is out looking for more wives for his harem when Vic arrives in the village. Vic finds the women very unattractive and through his training they gain all the appearances of an American flapper. When the shiek returns and discovers that Vic has entered his sacred harem, he has the salesman arrested and sentences him to be be executed. Just then, the desert Romeo sees the changed appearances of his girls and is delighted. For a reward he offers Vic his homliest wife who chases him over the sands.

The Winning Five

Universal—Two Reels

This comedy belongs to the second series of "The Collegians". Ed Benson and Don Trent seek the affections of June Maxwell. Both boys are star players on the Calford basketball team. Trent tries to embarrass Ed so that June will look fondly on Trent. When Benson is being initiated to an organization, Trent forces him to visit a girls' dormitory, and then takes June to show her that Benson is false. June breaks up her friendship with Benson. Benson masquerades as a girl to deceive his uncle whom he thinks has arrived to break off the affair with the girl. The uncle detains him until a decisive basketball game is nearly over. But Benson arrives in time to win the game and later explains things to his uncle and the girl.

The Pride of Pikeville

Pathe—Two Reels

STAR:Ben Turpin.

We see Ben Turpin as a heart-breaker in this comedy. Ben is forced to leave his native country where he is a nobleman. The reason for the sudden departure is an affair with a girl. In the village of Pikeville Ben gets mixed up with a very homely country girl. He is about to be a participant in a shot-gun wedding when he quietly escapes to his private car. But the girl is already on the car and catches him in another affair with another woman. There's plenty of farce and slapstick, as well as a touch of burlesque, in this Turpin offering.

WHAT'S THE RESULT

DID IT GO OVER ? OR DID IT FLOP

Tell Your Fellow Exhibitors About It---Send in Your Report Now

MAIL IN YOUR FILM REPORT TODAY FOR THE NEXT ISSUE

My opinion on pictures recently played here is as follows:

Title _____

Star _____ **Producer** _____

Remarks: _____

Title _____

Star _____ **Producer** _____

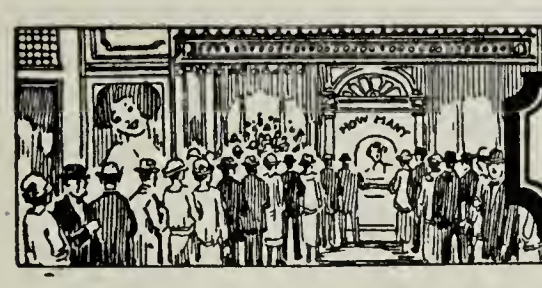
Remarks: _____

City _____

Theatre _____

Exhibitor _____

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.



BOX-OFFICE REPORTS

COLUMBIA

The Lone Wolf Returns, Bert Lytell.—Good crook picture that pleased.—George Bucher, Palace, Powersville, Mo.

FBO

The Gorilla Hunt, special cast.—Very fine, especially from educational standpoint. Men patrons very well pleased, sufficiently so to tell me about it. The picture brought in some extra business. Ray W. Musselman, Princess, Lincoln, Kas.

Cowboy Cop, Tom Tyler—Tyler does not draw as well here as other Western players, but this one was better than most of them.—Ray W. Musselman, Princess, Lincoln, Kas.

Laddie, John Bowers.—This is a good program picture, and pleased by patrons very well. This picture is well worth showing and advertising.—C. Wagner, Royal, Ft. Recovery, Ohio

Splitting the Breeze, Tom Tyler.—Just an ordinary Westren. Those with Frankie Darro were much better.—E. M. Biddle, Strand, Paoli, Ind.

The Magic Garden, Special cast.—The work of the youngsters in this one is especially good, and the entire cast is splendid. This is a good clean picture. The photography is wonderful.—G. S. Kenny, Community House, Greenwood, Ind.

Don Mike, Fred Thomson.—Thomson and Silver King are always big attractions for me. This one is above the average.—E. M. Biddle, Strand, Paoli, Ind.

Cyclone of the Range, Tom Tyler..—An ordinary Western program picture.—R. K. Lattin, Strand, Valparaiso, Nebr.

FIRST NATIONAL

Orchids and Ermine, Colleen Moore.—Failed to pull as a Saturday night attraction.—E. A. Rhoades, Grand, Story City, Ia.

The Unknown Cavalier, Ken Maynard.—A very good attraction. Maynard is a wonderful rider. The kids became so excited, it looked like they were going to raise the roof.—G. S. Kenny, Community House, Greenwood, Ind.

The Brown Derby, Johnny Hines.—This was a very pleasing picture, good comedy. Hines' pictures draw well and please the patrons.—Ray W. Musselman, Princess, Lincoln, Kas.

Rainbow Riley, Johnny Hines.—This one should please any audience. Very good for warm weather, as it has plenty of comedy and is light entertainment.—Ethel M. Hanson, Lincoln, Elm Creek, Nebr.

The Stolen Bride, Billie Dove.—This is a very fine production. Business did not come up to expectations, but the picture pleased, and should be a great factor in the establishment of a reputation for Billie Dove.—H. G. Stettmund, H. & S., Chandler, Okla.

Men of Steel, Milton Sills.—This picture is a real special. Book it and boost it.—A. G. Miller, Lyric, Atkinson, Nebr.

The Country Beyond the Law, Ken Maynard.—Very good picture.—Ray Badger, Paramount, Star City, Ill.

The Brown Derby, Johnnie Hines.—A comedy which people will like; anyhow it helps to pass the time.—Parish Hall, Conception, Mo.

FOX

Singed, Blanche Sweet.—A good program picture, not suitable for Sunday or holidays.—T. A. Shea, Palace, McGehee, Ark.

The Family Upstairs, Virginia Valli.—Earl N. Conway, Electric, St. Francis, Kas.

METRO-GOLDWYN

After Midnight, Norma Shearer.—Did not satisfy the Shearer fans. Just fair entertainment.—T. A. Shea, Palace, McGehee, Ark.

Rookies, Carl Dane, Geo. K. Arthur. This one went over big here as it did everywhere.—E. A. Rhoades, Grand, Story City, Ia.

The Taxi Dancer, Special cast.—One of the best program pictures for quite a while.—Earl N. Conway, Electric, St. Francis, Kas.

Rookies, Dane-Arthur.—Satisfartory business, good audiense appeal, full of laughs.—Charles Ryan, Buckingham, Chicago, Ill.

PARAMOUNT

Hold That Lion, Douglas MacLean.—Did not draw so big, but pleased very well.—Clarence E. Hopkins, Hopkins, Cotter, Ark.

Rough House Rosie, Clara Bow.—This one drew well and pleased the audience. Clara Bow has a host of followers and they liked this one.—T. A. Shea, Palace, McGehee, Ark.

Variety, Emil Jannings.—Pleased my patrons very much. Liked Janning's work especially. Very excellent photography.—Ray W. Musselman, Princess, Lincoln, Kas.

The Quarterback, Richard Dix.—Good drawing power and good story.— Ray Badger, Paramount, Star City, Ill.

Barbed Wire, Pola Negri.—Pola comes back in this one. Good entertainment.—Charles H. Ryan, Buckingham, Chicago, Ill.

The Big Brother, Star Cast.—A crook story of special merit.—Parish Hall, Conception, Conception, Mo.

PATHE - DE MILLE

The Country Doctor, Rudolph Schildkraut.—Went over very well. We invited all the local physicians to attend.—Clark and Edwards, Palace, Ashland, Ohio.

No Man's Law, Rex.—Very poor entertainment. The other two Rex pictures are very good but this one is the "bunk."—G. D. Carr, Allendale, Allendale, Mo.

A Dog's Life, Charlie Chaplin.—Drew very well and seemed to please but print was in bad condition.—G. D. Carr, Allendale, Allendale, Mo.

Alaskan Adventures.—To much cannot be said of this great picture. Every school child and teacher should see it. It is a treat for everybody.—Parish Hall,—Conception, Mo.

STATE RIGHTS

The Red Kimono, Mrs. Wallace Reid.—This one will turn poor nights into good ones. It is a good attraction.—E. A. Rhodes, Grand, Story City, Ia.

Desert Breed, Yakima Canutt.—A good western with something different. Will please 100 per cent.—Geo. Bucher, Powersville, Mo.

Code of the Range, Jack Perrin.—Played to standing room only against the opposition. We must enlarge our seating capacity to accomodate our patrons in preparation for another Jack Perrin picture. These have Paramount and Metro knocked out. Hurrah for independents.—Victor Cason, Cason, Osceola, Mo.

UNITED ARTISTS

Night of Love, Ronald Colman.—A very excellent picture, although I did not do a very large business.—S. H. Rich, Rich, Montpelier, Idaho.

Love of Sunya, Gloria Swanson.—It pleased the better class, but did not attract a very large crowd.—S. H. Rich, Rich, Montpelier, Idaho.

THE CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors. Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

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NOW IS A GOOD TIME TO FIX up your theatre. We are offering at bargain prices several lots of high grade used upholstered chairs in Spanish leather. Also several lots of heavy 5 and 7-ply veneered chairs. Brand new chairs at the 40 per cent less factory price. Write today and we will mail you photographs and give you full details. ILLINOIS THEATRE EQUIPMENT CO., 12-14 E. 9th St., Chicago, Ill.

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WE PAY highest prices for Powers, Simplex, Motiograph machines, opera chairs, screens, portable projectors, and all theatre equipment. For quick turnover, write Monarch Theatre Supply Co., Memphis, Tenn. —Ctf

MOVIE AGE

BENJ. FLETCHER—Editor & Mgr.
414 South 13th St.
Omaha, Nebr.

Telephone____Atlantic 1322

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IF YOU Want to buy or sell a theatre or theatre equipment, list it with us. We put you in touch with prospective buyers and sellers. No commission. 50 cents listing charge. The Trading Post, 128 W. 18th St., Kansas City, Mo. C1t.

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FOR SALE: 500 beautiful veneer chairs, heaviest that are manufactured. Brand new. Extremely cheap. Write for photo and details. C. G. Demel, 845 S. State St., Chicago, Ill. P2t.-10-1

AT LIBERTY: Operaor and electrician with 10 years experience. Married. Wants steady job. Address Box 93, Cedar Falls, Ia. P2t.-10-1

FOR SALE: Leather upholstered and plain theatre seats, several sets of scenery and drops, Motiograph machine. Good condition; will sell right. E. A. Briles, Stafford, Kas. P2t.-10-1

FOR SALE: Theatre in Webb City, Mo. Best location in town—2-story brick building, 6 nice living rooms on 2d floor, theatre fully equipped, 360 opera chairs, 2 Powers machines, Minusa screen, underground cooling system, Italian marble front, everything ready to go. $7,500 takes building and all. $1,000 down, payments to suit purchaser. Address J. D. Wineland, Box 278, Picher, Okla. P2t.-10-1

ELECTRIC SIGN for sale. BIJOU, $375.00 first class condition $150.00. Gem Theatre, Cairo, Ill. C3t

FOR SALE: 1000 dandy upholstered chairs, twenty inches wide, sloping floor. Very low price. Write for exact photographs and full details. C. G. Demel, 845 State St., Chicago, Ill. P4t.-10-14

FOR SALE at a bargain if taken at once. One Powers A Mazda machine complete; 7 good electric fans, 2 good sized exhaust fans, 1 metal booth; 1 Reproduco organ with blower, and 54 rolls of music; Honeydew gum machine; several rolls of tickets. Address Box 27, Eureka, Ill. C-1t

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_____1927

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414 South 13th St., Omaha, Nebr.

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The Idea

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MOVIE AGE

Volume V | OMAHA, NEBR., OCTOBER 1, 1927 | Number 45

LEO, THE FLYING LION, IS THE TALK OF AMERICA!

It is estimated that the vast volume of publicity, cartoons, editorials, etc., on Leo, reached more readers than the combined national advertising of all companies for five years!

A Business Magazine for the Film Trade in Iowa and Nebraska

A National Institution

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is more satisfactory from every angle of economy and efficiency

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(3566B)

five smashing paramount hits on broadway at once

¶ Everywhere they're saying "What a flock of great Paramount Pictures this season!" Here's more evidence: "SWIM, GIRL, SWIM"—Bebe Daniels' sparkling one-piece college girl comedy terrific hit at the Paramount. "THE WAY OF ALL FLESH," starring Emil Jannings in its 11th capacity week at the long run Rialto. "UNDERWORLD" starring George Bancroft, Clive Brook, Evelyn Brent smashed sky-high Paramount Theatre record, and now doing S.R.O. at long run Rivoli. "WINGS," Hubbard-Wellman epic of the air sell-out as $2 road show at the Criterion. "CHANG"—after 9 S.R.O. weeks at Rivoli, amazing Cooper-Shoedsack jungle melodrama comes back to the Cameo for long-run clean-up. Second week and bigger than ever! Add "BEAU GESTE," "HULA," "FIREMEN, SAVE MY CHILD," "SERVICE FOR LADIES," "METROPOLIS," "ROUGH RIDERS," "SOFT CUSHIONS," to name a few new-era Paramounts that are writing new box office history everywhere. And no wonder the trade is marveling, "Paramount has ALL the good ones this year!"

for showmen of today

New Spice for Your Programs!

Short Feature Show

RECENTLY we viewed a program of short subjects which afforded a complete show in itself. The program consisted of a group of Educational Pictures presented by Mr. E. W. Hammons at a private exhibition in Wurlitzer Auditorium, New York City. This exhibition came to us as renewed evidence of the splendid type of entertainment which short subjects, of good quality and proper selection, afford. This program as presented by Mr. Hammons was a thoroughly good show—so good that we believe it would be able to contend successfully against the usual type of program offered by leading picture theatres.

This program had in a full measure the extremely valuable element of variety. From the opening cartoon novelty to the closing two-reel comedy the program moved swiftly, without limp or pause. It contained a lot of unfailing comedy, together with considerable material of general interest. It would have offered stiff competition to any average program of the usual kind and we have seen many programs built around even so-called specials which afforded considerably less real entertainment.

This exhibition also impressed us with the very fine progress that is being made in the betterment of short subject quality. The pictures individually and collectively reflect much credit upon the producers and upon the distributor.

Exhibitors Herald

Felix the Cat
in "The Non-Stop Fright"
"Laughable from beginning to end."
—Motion Pictures Today

Outdoor Sketches
by Robert C. Bruce
"The Cry of Winter" "The Hot Place"
"Beautifully and artistically photographed."
—M. P. World

Lloyd Hamilton
in "At Ease"
"Lloyd Hamilton at his best . . . . Book it for an ace." —Film Daily

Kinograms—News Reel
"All that could be desired in an up-to-date news reel." —M. P. World

Lupino Lane
in "A Half-Pint Hero"
"Screamingly funny."
—Motion Pictures Today

"Holly-Nuts"
Curiosities—The Movie Side-show
"Photography is excellent . . . idea is novel . . . incidents refreshing." —Film Daily

Dorothy Devore
in "Up in Arms"
"Exceptionally fast and peppy."—M. P. World

Educational exhibited representative issues of their various series of offerings for the 1927-8 season. . . . Each was an excellent example of its class, and promises well for *Educational's* product for the new season. —M. P. WORLD

Educational Pictures
"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc.
E. W. Hammons
President

Member, Motion Picture Producers and Distributors of America, Inc. Will H. Hays, President

OMAHA, NEBR., 1508 Davenport, Leo Blank, Mgr.
DES MOINES, IOWA, 1005 High Street, J. Winn, Mgr.

EDITORIAL

Often has the statement been made that competition is the life of trade. Unquestionably clean competition is; but unclean competition acts as a boomerang that sometimes leaves a blot that is extremely hard to erase.

This comment is made on a situation that occurred in a two-theatre town just recently. Fortunately not many instances of this kind occur, but the trick that was pulled by one exhibitor against his competitor was so base that we cannot refrain from lambasting it.

Here is the incident. One of these two exhibitors had booked a picture, which he advertised extensively throughout the county. The picture was known to be a special and was considered to be a natural box-office hit. A shorter-length production with the very same title was secured from somewhere by this exhibitor's competitior and, on the day that the newer production was to open, carried a large ad in the local paper announcing the showing of the "bootleg" picture, featuring this production over a picture, which was in itself a worthy attraction.

The result was that both theatres have suffered. The gain by the exhibitor who employed these base tactics was slight compared with the loss in good-will that he is suffering now. He has killed the respect of his patrons and the people of his community for him and has destroyed their confidence in his future announcements by misleading them in his advertising and showing them an old and worn out production.

Strong competition is best met with good sportsmanship—clean, upstanding business tactics.

* * * *

Joe Brandt, Trail Blazer, might well be the caption of the story telling of this independent producer's ambitious plans, which have taken him to Europe. Mr. Brandt and his associates in the Columbia Pictures Corporation have made many progressive strides in the few years of this company's existence and have blazed the independent trail to achieve proper recognition of quality product. With their distributing organization functioning successfully in the United States, Mr. Brandt is hopeful of effecting satisfactory distributing arrangements for his company's product in all European countries and at the same time cementing the relationship between foreign and American producers and distributors.

The motion picture has long since attained international importance. The success of Mr. Brandt's plans will mark another forward step for this executive and at the same time establish a foothold in the foreign market fo other independent producers.

* * * *

Nicholas M. Schenck has been elected president of Metro-Goldwyn-Mayer. This action was expected and Mr. Schenck's appointment is well deserved. For the past three years he has been in active charge of the Loew enterprises, during which time he kept himself in the background, but his work, most capably executed, speaks for itself. Mr. Schenck is one of the industry's most capable executives. He has had a long and successful career in the entertainment and motion picture fields, and his official election as head of the large Loew theatrical and producing organizations is significant of the carrying forward of these interests to even greater success.

Exhibitors Asked To Make Trade Conference A Success

M. P. T. O. Will Act As Proxy For Exhibitors Who Cannot Afford To Send Two Representatives

Exhibitors are called on to exert every possible effort to secure adequate representation at the forthcoming trade conference October 10, in a letter sent to members by President R. F. Woodhull and Secretary M. J. O'Toole.

Heads of all the large producing and distributing companies personally will represent their respective organizations, it is declared. Two exhibitors will be selected by exhibitor members of arbitration boards. This practice will be carried out in each of the 32 film zones in accordance with instructions sent from Washington.

The letter to exhibitor members of the M. P. T. O. requested that representatives selected be of the highest type —men capable of comprehending the many diversified problems. The letter further stated:

"This hearing is not in the nature of a prosecution or an investigation of our business. It means definitely that the United States government has asked the leaders of all branches of the business to assemble at a given time, discuss our trade practices and the place of procedures which may be agreed are unnecessary and unfair."

The M. P. T. O. will be glad to represent any of those zones which cannot afford to send two representatives. Any of the districts desiring the Association to act as its proxy should send a letter giving definite instructions giving suggestions which the exhibitors may care to make upon any trade practices.

Paramount Has 6 Films In Work, 10 in Preparation

Camera shutters are clicking night and day at the Paramount studio at Hollywood and the electrical crews are running three shifts under a surge of production activity that follows a period of comparative quietude.

Six pictures are under way and ten are scheduled for immediate start. Seven are now in the cutting rooms for final edition.

Eight stars are now working: Wallace Beery and Raymond Hatton in "Now We're in the Air"; Bebe Daniels in "She's a Sheik"; Esther Ralston in "The Spotlight"; Florence Vidor in "Honeymoon Hate"; Richard Dix in "The Gay Defender"; and W. C. Fields and Chester Conklin in "The Side Show."

Nicholas M. Schenck Elected President of Loew's As Expected

As was expected, Nicholas M. Schenck has been elected to the position of president of Loew's, Inc., left vacant by the recent death of Marcus Loew. Arthur M. Loew, son of the late president, was made first vice-president.

The board of directors elected David Bernstein and Arthur M. Loew as members of the executive committee of which Mr. Schenck and William H. Childs are already members. David Warfield remains an alternate member. J. Robert Rubin was elected to fill the vacancy on the board caused by the death of Marcus Loew.

Lane to Make Comedy Without Leading Lady

Lupino Lane, Educational comedy star, is doing something different in his new two-reel starring production. He will make a comedy without a leading woman. As a matter of fact, the comedian is his own "leading lady" in this laughmaker. He is showing his versatility by playing both roles. Even the villain, his brother, Wallace Lupino, appears throughout the comedy in skirts.

But lest it be feared that there are no feminine beauties in this next Lupino Lane fun film, the comic divulges the news that he has twenty of the prettiest girls in comedies in the supporting cast. Winners of various beauty pageants in and about Los Angeles comprise the squad of sun-kissed darlings. They are used in a bathing beauty parade sequence and in scenes taken in a girls' school.

Tiffany Completes Three Features for 1927-28

Tiffany Productions has completed three of the 24 feature pictures to be delivered for 1927-1928. Prints of these pictures are now at the various Tiffany exchanges and will be released shortly.

The titles of these three pictures are "The Girl From Gay Paree," a farce comedy; "Women's Wares," and "Once and Forever", featuring Patsy Ruth Miller.

Hearings on Repeal Of the Admission Tax Set for November 10

Washington, D. C.—Hearings on the repeal of the admission tax will be held by the House Ways and Means Committee November 10.

Persons desiring to be heard should apply to the clerk of the committee at least one day prior to the date of the hearing, stating the length of time desired. Briefs may be submitted in lieu of, or in addition to, oral testimony.

The schedule of the committee calls for a general hearing October 31 and November 2; individual income tax, November 3; board of tax appeals and general administrative features, November 4 and 5; excise and stamp taxes, November 7; estate tax, November 8 and 9 and miscellaneous taxes November 10.

In view of the fact that no particular date was set for admission taxes, it is presumed they will be considered with other miscellaneous levies.

"Alias Lone Wolf" Opens At Hippodrome, N. Y.

"Alias the Lone Wolf" Columbia's second production of the 1927-28 season, had its first Metropolitan showing at the Hippodrome, where it began a week's run on September 19.

"Alias the Lone Wolf," which was based on the Louis Joseph Vance novel of the same name, stars Bert Lytell, the originator of "The Lone Wolf" and the star of "The Lone Wolf Returns," Columbia's outstanding production of the past season.

Block Joins DeMille as An Associate Producer

Ralph Block, formerly dramatic critic of the New York Tribune, and more recently with Paramount-Famous-Lasky as Editor-in-Chief, has resigned from the Paramount Company and has joined Cecil B. DeMille as an associate producer. Mr. Block has already moved into his new offices at the DeMille Studio and will produce several pictures on the current DeMille program for Pathe release.

He has had eight years' experience in the motion picture business, in sales, advertising and production.

The Biograph Theatre in London, said to be the first English theatre to receive a license to show pictures, is being enlarged to seat 1,000. It is one of the first theatres opened by the American Biograph Company's houses which were opened in 1908.

Coming!

"SALLY IN OUR ALLEY"

A GREAT AUDIENCE PICTURE WITH AN IRRESISTIBLE APPEAL. IN THE SAME HIGH CLASS WITH "THE BLOOD SHIP" AND "ALIAS THE LONE WOLF"

COLUMBIA PICTURES
THE BEST BOX-OFFICE VALUE IN THE INDUSTRY

Of all the la-dies in the land there's none sc sweet as Sal-ly!

Starring Shirley Mason ~ Richard Arlen

ALEC B. FRANCIS ~ PAUL PANZER
WILLIAM H. STRAUSS

From the Story by EDWARD CLARK *Directed by* ~ WALTER LANG

A Columbia Production

America's First Exhibitor Joins "Old Timers" Club

C. M. Pattee Started Showing Pictures in Pennsylvania Coal Fields In 1895

As an opening gun in the organization of the Old-Timers Club, it is only right to present the Dean of all theatre owners—Claire M. Pattee, the first exhibitor in the United States. Mr. Pattee operates the Pattee Theatre in Lawrence, Kas., and was the first man to bring the moving picture to the West. He has watched the theatre field grow from the little empty store which housed his first picture show to the magnificence of the Roxy.

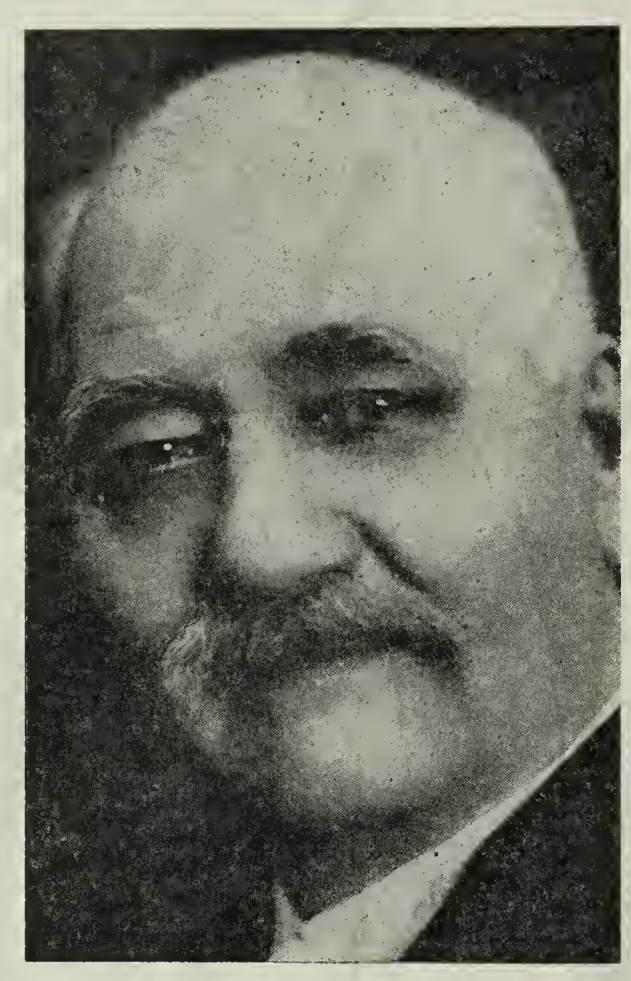
In our minds, Claire M. Pattee should hold the undisputed chair of president of the pioneer theatre owners. To those who doubt the authenticity of Mr. Pattee's claims, just read this bit of history and be convinced. And you old-timers who have tales of similar interest, drop us a line, send us pictures, and line up with the "old guard" of showmen.

Mr. Pattee was an early day newspaperman in Kansas. He was the founder of many of the present day Kansas dailies. When his health broke in 1886, he pulled out of the journalistic profession and entered the theatrical business as business manager and advance agent for many big eastern companies which were touring the west. One summer, in 1894, when the show business was closed for the hot months, Pattee was living in a boarding house in the theatrical district of New York. At this time James Gordon Bennett, the prominent newspaper man, had offered $10,000 for the best automobile. A Frenchman by the name of Geradot came over from France to get some data on the American automobile in order to compete for the prize.

To defray expenses Geradot had brought along some shooting gallery novelties which he hoped to sell. Among them was a crude motion picture projector. On this machine there were no sprockets or cog wheels, the film being pushed up before the lense by means of a metal arm in rapid jerks. The Frenchman made friends with Pattee and offered to demonstrate the machine in the room. A sheet was placed on a pair of closed sliding doors, the shades were pulled down, and Geradot began to grind out pictures that moved. The scene consisted of ocean waves breaking against a rock wall.

"When I saw this I knew I had a 'summer snap'," Mr. Pattee explained. "A 'summer snap' was an occupation or a job that theatrical people sought to carry them through the summer until the new season began. I bought the machine from the Frenchman and decided to give it a trial as a money-maker. However, the summer was nearly over, and a year passed before I put the new novelty into operation in the Pennsylvania coal fields. Here I attracted a great deal of attention with my machine that made pictures move."

The following year Pattee decided to get a permanent place to show his pictures. This was in 1898. About this time a celluloid collar factory had been destroyed by fire with four casualties. As a result nobody would rent a building in which celluloid was used, and Mr. Pattee had a diffucult time finding an empty store owner that would permit him to run his show. At last he found a deserted market at 91 Newark Avenue, Jersey City. The building was under the railroad tracks and trains thundered over it at all times of the night and day. Nevertheless, he rented the place and fixed up the interior. Five cents was top and curiosity-seekers thronged to the place all day long. Most of the pictures were scenic affairs with no subtitles. Pattee stood beside the screen and explained the action, even threading a story in connection with the scenes. To drown out the sound of the roaring trains, he put a phonograph, another new novelty, in the theatre. The phonograph was made to play sufficiently loud to drown out the noise of traffic. (Continued on next page).



C. M. PATTEE

The first convention of moving picture theatre owners ever held. These pioneers met on Union Hill, Jersey City in the early 1900's. On the right, standing, is Dr. Hespe, chairman of the organization. On the extreme right, seated, is Mr. Pattee, owner of the first moving picture theatre in the United States. The other names cannot be recalled. The picture was taken by a Mr. Fishback, also an exhibitor.

"I obtained all my pictures from Paris," said Mr. Pattee. "They were usually about 300 feet in length. The first story was "The Great Train Robbery" which was 600 feet in length—at that time a great feature. Edison's plant was not far from Jersey City, and evidently he sent men to look at my projector, for a short time later he came out with an improved machine. This machine had a sprocket and made the picture more clear."

In 1903 Mr. Pattee came west and established a theatre in Lawrence, Kas., the second in the United States. He put the first picture show in Kansas City, Kas., and in Kansas City, Mo.

Space forbids us to go into the details of his career. But it cannot be denied that Pattee is the original exhibitor. There are many other exhibitors who were the first to enter their respective communities. Those men are invited into the Old-Timers Club.

"I think the club is a mighty good idea," Mr. Pattee said this week. "We old-timers could give a lot of good advice to the younger members of the business and I am in favor of the organization."

All right, folks, who's next?

Paramount Casting "You Will Marry Me"

Harvey Clark has been given the part of the Marquis in "You Will Marry Me", Clara Bow's next starring picture. This picture will mark the first appearance of Clark in Paramount productions.

Other members of the cast for this Bow vehicle, are Charles Rogers, Josef Swickard and Josephine Dunn. The cast is expected to be completed this week and work is scheduled to begin Monday.

Voronina Replaces Greta Nissen for "Tempest"

Greta Nissen will not be John Barrymore's leading lady in "Tempest," his next United Artists Picture, as was originally announced.

Instead, Vera Voronina, the Russian actress who has but recently appeared opposite Harry Lauder in his first film, "Hunting Tower", will be Barrymore's leading lady.

In order to add to the general merriment of "The College Hero," Columbia Pictures' comedy of university life, Harry Cohn has signed Ben Turpin for one of the important roles in the production. Mr. Turpin will appear as the college janitor and will be as much in prominence as Pauline Garon and Bobby Agnew, the featured players.

Kennedy Denies F B O Plans to Consolidate With Pathe or F. N.

Denial that F B O is or has been considering amalgamation with any other company is made by President Joseph P. Kennedy. His statement is in answer to report that F B O was to be part of a proposed pool embracing Pathe and First National. He denies even that any such deal has been discussed.

"All rumors and statements to the effect that F B O is or has been considering any merger or consolidation with other picture companies are incorrect," he declared.

Pathe, Paramount, and "U" To Supply Films For Homes

Universal, Pathe, and Paramount will make their regular releases available for "home shows," according to Amateur Movie Makers, a magazine published for those interested in home made pictures and exhibitionn . Theatre owners will be guaranteed protection, the article states.

The sudden popularity of the "parlor theatre" has brought about the supply for the demand. The pictures are made for the narrow gauge machines.

Jack Holt and Viola Dana Signed up by Columbia

Jack Holt and Viola Dana are two more names of prominence which have been added to the list of stars now being signed up by Harry Cohn for Columbia Pictures Corporation.

Mr. Holt will appear in a picture, as yet untitled, in which he portrays a character entirely different from the Western roles for which he is so well known, while Viola Dana and her sister, Shirley Mason, will meet on the same lot.

Laemmle Denies Rumors of Merger or Sale

Carl Laemmle, president of Universal, has wired Beno Rubel, his executive secretary in Los Angeles, to spike all rumors of Universal's participation in any kind of a merger. Laemmle, who is in Europe, denied that Universal would be linked in a consolidation or would be sold in any part.

Rubel said that Laemmle's cable stated that Universal's producing schedule had been prepared for a long time in advance and that all plans would be carried out.

Kinograms No. 5329 Has Scenes in the Arena at Dempsey-Tunney Fight

The Educational branches have received Kinograms No. 5329 which contains scenes at the Dempsey-Tunney fight, according to a report from Educational. The reel is considered a "scoop" insofar as Kinograms was the only news reel to obtain a contract to take pictures within the arena.

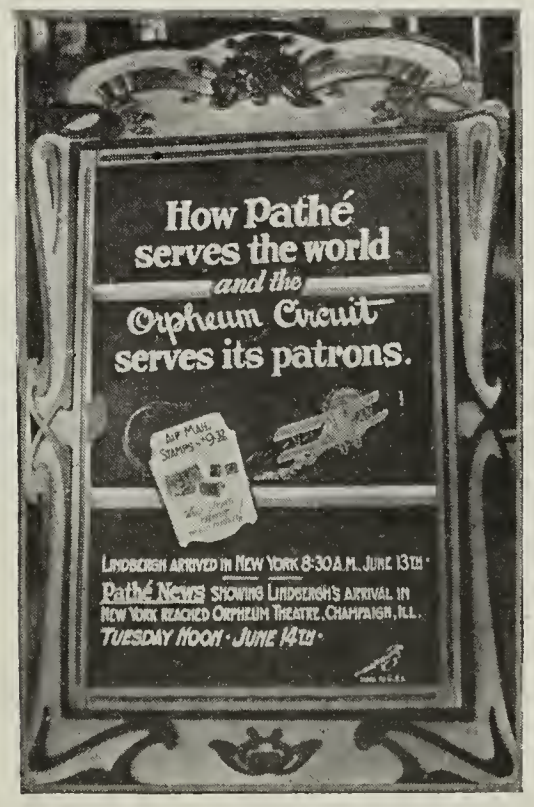
The picture shows all activities up to the starting gong of the fight and the excitement of the throng when the fight was over. The Interstate Commerce Commission law, which prohibits the transportation of fight films from one state to another, will eliminate the actual fighting from the news reel.

The fight pictures are a part of the regular Kinogram issue and no extra charge is asked.

"Dress Parade" Title of Pathe's West Point Film

"Dress Parade" has been selected as the final title of the Pathe-DeMille picture which was made at the United States military reservation at West Point and in which the cadets themselves played many roles. The tentative title was "The West Pointer."

The permanent title was selected through a contest open to cadets only, in which a prize of $100 was offered for the best title. More than 500 titles were suggested and "Dress Parade", the title chosen, was turned in by four contestants.


How Pathé serves the world
and the
Orpheum Circuit serves its patrons.
AIR MAIL STAMPS 1927
LINDBERGH ARRIVED IN NEW YORK 8:30 A.M. JUNE 13TH
Pathé News SHOWING LINDBERGH'S ARRIVAL IN NEW YORK REACHED ORPHEUM THEATRE, CHAMPAIGN, ILL.
TUESDAY NOON · JUNE 14TH

The Orpheum Theatre, Champaign, Ill., advertises its Pathe News service in this specially-framed display. To prove speed in delivery, the Air Mail cancelled stamps have been used.

N-E-W-S B-R-I-E-F-S

Monta Bell has decided that Jeanne Eagels is too difficult to handle. Miss Eagels has been working opposite John Gilbert in "Fires of Youth" but owing to her temperament, she has been let out.

Laurence Stallings and Maxwell Anderson, authors of "What Price Glory" are preparing a sequel to the story, "The Cock-Eyed World". Fox will make the picture with the same cast which appeared in the predecessor. The same characters will be cast in a story dealing with the soldiers' return to civil life.

Robert Kane has signed Allan Dwan to direct five pictures for First National. Ben Hecht will write the first story while Elinor Glyn will prepare the second. The comic strip "Harold Teen" will be the basis for the third production.

Charlie Chaplin again has pitched the tents at the Hollywood studios and has begun work on "The Circus." It is the comedian's first production since "The Gold Rush." It will be released in March, 1928.

Al Jolson, in a personal appearance, brought $57,286.40 to the Metropolitan Theatre, Los Angeles, last week. This amount tops the house record by $12,000.

Harold Lloyd has signed Babe Ruth to appear in his new comedy now being produced in New York.

The Stanley Co. of America has insured the life of its new president, John J. McGuirk, for $1,000,000. In event of Mr. McGuirk's death, the amount will be paid to the company. The Stanley organization had insured the late Jules Mastbaum's for the same amount, and was paid by the insurance companies following his death.

Jack Holt has been placed under contract by Columbia for a picture opposite Dorothy Revere.

Paramount has decided to place Wallace Beery and Raymond Hatton in a picture called "The Big Game Hunt." The feature originally planned was "We're in Society Now."

Joe Brandt, president of Columbia Pictures, is now in Europe with ambitious plans to extend his company's distribution in every key city in England and on the Continent. Mr. Brandt's itinerary covers most of the important countries of Europe, with prolonged stops in the following cities: London, Hague, Brussels, Paris, Barcelona, Rome, Milan, Vienna, Prague, Berlin, Copenhagen, Stockholm and Christiana.

The United States shipped 1,420 projectors to foreign countries during the first six months of the current year. The total valuation was $285,251. During the same period for 1926 there were 947 projectors exported, a gain of 446 for 1927. Japan was the best buyer, purchasing 284 machines; Canada was second and Great Britain was third.

The tour of Snookums, the star of the Universal comedy series, has resulted in a sudden demand for the comedies, according to a report from Universal. It is estimated that the Newlyweds will be placed in more than 3,000 theatres immediately.

Al Jolson's vehicle, "The Jazz Singer", Warner Brothers latest production, will have its world premiere at the Warner Theatre, New York, on October 6 at a top admission price of $5. It will be the first time that Vitaphone will be used as a part of the story. During the picture Al Jolson sings six times.

The resignation of John J. McGuirk as president of First National will not affect the McGuirk sales drive. Ned Depinet, sales manager, has instructed managers to continue with the usual McGuirk Month plans.

Owing to a crash in the desert, Leo, the M-G-M lion who was making an airplane trip from Los Angeles to New York, had to be transported to the east by train. Leo, in a cage, was being taken to New York by Martin Jenson when the airplane fell after it had been in the air about five hours.

"Leatherface," the forthcoming United Artists film starring Ronald Colman and Vilma Banky, has been re-titled "The Flower of Spain."

A representative of a British producing company is in Hollywood signing up a number of prominent adaptors, writers, scenarists, and gag men for English pictures. He is offering a year's contract at a salary double the present amount received by the writers, with an option extending the contract.

The Saturday Evening Post will publish a serial article soon on the life of Adolph Zukor.

One of the largest sets ever built for a motion picture was constructed for Fox's "Sunrise" which Fred Murnau has directed. The set is a city square a mile and a half in length. It has street cars, large buildings, paved streets, and has all the appearances of a modern metropolis.

"The Big Parade" ended its 96-weeks run at the Astor, New York, last week. It was followed by "The Student Prince". The war picture has opened at the Capitol for a popular-price showing.

Denmark has banned all pictures dealing with the World War. The authorities gave as a reason for the move the desire not to arouse enmity between nations.

Europe is building 160 theatres, comprising an approximate seating capacity of 200,000. Great Britain and Germany are leading the building field.

Helene Costello has been borrowed by Metro-Goldwyn from Warner Brothers for the feminine lead in "In Old Kentucky."

George Nichols, veteran character actor of the screen, died of heart trouble in Los Angeles last week. Nichols had played many prominent parts in character roles. He was 62 years old.

"The Better 'Ole," Warner Brothers' comedy of the World War, starring Syd Chaplin, was booked by four steamships carrying the American Legion delegates to the convention in Paris. The boats playing the picture were the President Roosevelt, President Harding, Leviathan, and Republic.

F. Trummer, Reformed Criminal, Shows Slides and Speaks at Theatres

Frank (Monk) Trummer, popular reformed criminal, is making a tour of the country speaking and showing slides of scenes at prison in an attempt to put before the public the horrors of a prison life and to give a warning to young boys who are tempted to lives of crime.

Trummer has spoken at several theatres and proved so great a success that he overshadowed the rest of the bill. He has letters from the managers of theatres where he appeared, praising his stunt and confirming the enthusiastic response of the audiences.

In his talk Trummer describes his life as a prize-fighter and as a criminal, his 75 arrests, his horrible experience with the "third degree," and finally his reform. All of this interesting life is related in detail in "The Crooked Path," a small book which Trummer wrote.

Any one wishing to get in touch with him can find him at 5816 R St., So. Omaha.

Cohen Remodels Theatre At Council Bluffs

Morris Cohen of the Strand Theatre at Council Bluffs is remodeling both the interior and exterior of the house. The work will probably be completed in about a month without the house being closed for the remodeling.

Rubenthaler Opens Show Here

Mr. Rubenthaler, former exhibitor at Orleans, Neb., has decided to try his luck in Omaha, and opened the Rohlff Theatre on Leavenworth street last Sunday.

Booth Selling for F B O

Mr. Booth, who recently operated a theatre at Belle Plaine, Ia., was on the road last week as salesman for F B O. Mr. Booth and his brother run three theatres in Nebraska City but at present he is getting some experience as a salesman so he will know both sides of the story.

Film Board Resolution

At the meeting of the Film Board of Trade on September 19, the following resolution was passed: NO MEMBER OF THE OMAHA FILM BOARD OF TRADE WILL ENCOURAGE THE DISTRIBUTION OR EXHIBITION OF PICTURES BEING ADVERTISED SALACIOUSLY UNDER THE GUISE OF PSEUDO-SOCIAL-HYGIENE-EDUCATION PICTURES.

CURRENT RELEASES

Week of October 1, 1927

LIBERTY

The Man in the Shadow, David Torrence, (6).
Peggies Putters, Kid Comedy, (2).
Edgar Guest, Poetic Jewell, (1).

MIDWEST

By Whose Hand, Ricardo Cortez, (7).
Isle of Forgotten Women, Conway Tearle, (7).
Working Winnie, Winnie Winkle Comedy, (2).
Doughboy, Snub Pollard Comedy, (2).

EDUCATIONAL

Switches Witches, Felix the Cat, (1).
She's a Boy, Big Boy, (2).

F B O

Moon of Israel, Special Cast, (8).
The Racing Romeo, Red Grange, (7).
Peter's Pan, Beauty Parlor, (2).
Newslaff, No. 3, (1).

FIRST NATIONAL

Rose of the Golden West, Mary Astor, (7).

FOX

Publicity Madness, Star Cast, (7).
Argentina, Fox Variety, (1).

METRO-GOLDWYN

The Fair Co-ed, Marion Davies, (7).
The Lighter That Failed, Charley Chase, (2).

PARAMOUNT

Figures Don't Lie, Esther Ralston, (6).
Shooting Irons, Jack Luden, (6).
Tired Wheels, Krazy Kat, (1).

PATHE

The Hawk of the Hills, No. 6, (2).
The River of Doubt, Aesop Fables, (1).
A Gold-Digger of Weepah, Billy Bevan, (2).
Outwitting Time, Grantland Rice, (1).

UNITED ARTISTS

College, Buster Keaton, (7).

UNIVERSAL

Wolf's Trail, Dynamite, (5).
Silk Stockings, Laura La Plante, (6).
The Mechanical Cow, Oswald, (1).
A Battle Scared Hero, Andy Gump, (2).
The Newlyweds Surprise, Snookums, (2).
Into the Web, Hayden Stevenson, (2).
Society Breaks, (2).
On Special Duty, Fred Gilman, (2).

WARNER BROTHERS

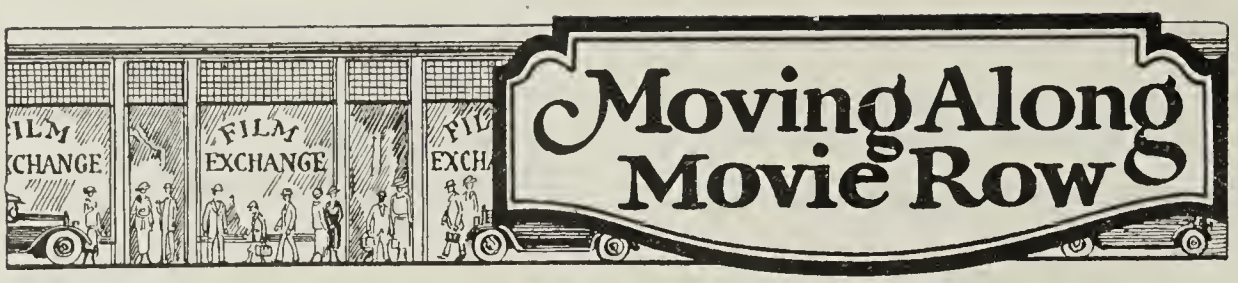
Sailor Izzy Murphy, George Jessel, (6).

First Gayety Comedy to Be Shown Soon

Tom North, Special Representative for Topics of the Day, Aesops Fables, and Gayety Comedies all produced by affiliated companies composed of eastern vaudeville magnets, is in Omaha arranging for showings of "Should a Man Tell" the first of the Gayety comedies to be released. Masonic nights are in order for this comedy and it is reported a corking good picture.

Give your patrons the best—use the
STRONG REFLECTOR ARC LAMPS and SUN-LIGHT SCREENS
For Sale By
Service Theatre Supply Co.
C. E. JONES, General Manager
303 No. 16th St. Omaha, Nebr.
Phone Atlantic 6375

Help Yourself
by helping the other fellow
—Send Us Your Exploitation Stunts and Ideas Regularly.



Frank Merz of the Cowgon and Jesup Theatres is in the hospital at Waterloo, Ia.

* * *

Sherman Fitch, manager of F B O, on a recent trip with his highpowered Rio throughout Nebraska, discovered a new road. We wonder if Rand McNally Map Co. knows that they have a scout out in this territory.

* * *

R. McCrerry of Wahoo, Nebraska, was in Omaha last Monday.

* * *

John Liken and his father from the Swan Theatre at Valisca, Iowa, visited Omaha Thursday.

* * *

Blane Cook expects to take over the Royal Theatre at O'Neill, Nebraska, within the next month.

* * *

Carl Krumeri spent the week end in Chicago.

* * *

P. D. Griffith of the Passtime Theatre at Masena, Iowa, was in Omaha last week.

* * *

Max Roth, home office representative of Fox, visited Omaha Sunday and Monday.

* * *

The Lightning coin changer and the Newmanco ticket chopper are two of National Theatre Supply's recent products.

* * *

George Adams of the Organ and Reproduco Co. at Tabor, Iowa, appeared along movie row last week.

* * *

Claud Penrod, district manager of Fox was in Omaha last Sunday.

* * *

Louis Cohen is the new bookkeeper and cashier for Midwest.

* * *

R. E. Brown of the Lyric Theatre at Harlan, Ia., visited Omaha recently.

* * *

Earl E. May of Shennandoah, Iowa, is just completing a new 1,000-seat auditorium there which will be used for radio concerts and possibly movies.

* * *

Movie Age extends congratulations to Miss Gertrude Horwich, steno at Liberty Films, and Fred Kurtzman, who have recently become engaged.

C. E. Ezell, central salesman for Warner Bros. was in Omaha for three days.

* * *

Sam Morris, general sales manager for Warner Bros. was in Omaha last week.

* * *

N. A. Jorgingson of the Glud Theatre at Vibord, South Dakota was in Omaha recently attending the Danish Brotherhood convention.

* * *

Morris Smith of the Hippidrome Theatre at Sioux City was in Omaha with his daughter Thursday, September 22.

* * *

Mr. Mendenhall returned Friday, September 23 from Des Moines, where he attended a Publix Theatre convention.

* * *

Miss Molseed of Universal, in pulling some heavy books from the safe dropped them on her ankle. She suffered some bad bruises but luckily not a sprain.

* * *

Mr. Danke, feature manager of Pathe, went down to work early the morning after the big fight to collect the $215 that he won on Tunney. By noon Mr. Danke had collected over $40 of the $215, all of which lay in Movie Row.

* * *

Jack Rousek of the Dome Theatre at Schuyler, Nebraska, was in Omaha the week before last.

* * *

Mr. Nedley, booker for Universal, was on the road last week calling on some of his customers.

* * *

Mr. Williams, M. P. T. O. A. secretary, took sick at Grand Island last week and returned home.

* * *

Several of the boys who have signed up for the Bowling Tournament have been practicing up for the tournament which takes place Monday and Tuesday, October 3 and 4, at the Elks Club alleys.

* * *

Mr. and Mrs. Bruce Holdredge of the Empress and Zenith Theatres at Shenendoah, Iowa, drove to Omaha Friday, Sept. 23.

* * *

W. E. Dyer of the Sun Theatre at Gretna, Nebraska, visited Omaha last week.

The following theatres have been reopened: Reams at Naponee, Nebraska; Opera House at Modale, Iowa; Rohlff at Omaha, Nebraska.

* * *

The Opera House at Mt. Auburn, Iowa and the Millor Hall at Hudson, South Dakota, have been closed.

* * *

Don Rullifson, branch manager of Pathe at Sioux Falls, and Tom Rucker, cashier and chief accountant, visited Omaha over the week end.

"Miss America" Publix Show Completing Tour

Alice Finn, "Miss Des Moines" in the Publix Stage Show, "Miss America" which is playing at the Capitol Theatre in Des Moines this week, is familiarly known as "Little Red Top" to the girls of the company who represent the leading cities of the union in this pageant of pep, beauty and talent. Miss Finn does a dance in the act which is the cutest thing ever and she has been given a big ovation at her opening shows here.

"If half the people who have been so nice to me remember their promises," says Miss Finn "I shall have no trouble in getting into a show this fall. A prominent actress has promised me a part in her show and I have been looking forward to that."

The girls have almost completed their tour and will visit Omaha, Kansas City and Dallas before they disband.

W. Briggs of the Adair Theatre, Iowa has bought a rebuilt Simplex machine which he is adding in the way of new equipment for the winter season.

DAN DESDUNES
ENTERTAINERS
Will Draw the People and
Please Them After They Come
2516 BURDETTE ST.
OMAHA, NEBR.

Read and Use
The Clearing House

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING SEPTEMBER 24

WORLD

Is Zat So, George O'Brien, Kathryn Perry.

Distributed by Fox.

BUSINESS: Very good.

AUDIENCE REACTION: Liked it.

HIGHLIGHTS: Boxing match in the parlor of a fine home, clever sub-titles.

THEME: Screen version of popular stage comedy.

SUMMARY: Good picture.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: Gump comedy, News Reel.

MOON

Bitter Apples, Monte Blue.

Distributed by Warner Bros.

BUSINESS: Moderately good.

ANDIENCE REACTION: Good.

HIGHLIGHTS: Shipwreck and the capture.

THEME: Story of a girl who marries for revenge, is shipwrecked and taken captive.

SUMMARY: Good program picture.

ENTERTAINMENT MERITS: 80 per cent.

SHORT SUBJECTS: F B O Standard comedy.

SUN

The Big Parade, John Gilbert, Renee Adoree.

Distributed by Metro-Goldwyn.

BUSINESS: Very good.

AUDIENCE REACTION: Highly favorable.

HIGHLIGHTS: Startling battle scenes, acting of principal characters, the death of Slim.

THEME: The story of an American who enlisted and went to France with the American army.

SUMMARY: One of the very best of the year.

ENTERTAINMENT MERITS: 95 per cent.

RIALTO

The Poor Nut, Jack Mulhall, Jean Arthur.

Distributed by First National.

BUSINESS: Very satisfactory.

AUDIENCE REACTION: Good.

HIGHLIGHTS: Winning of the race.

THEME: Story of a campus boob who suffered from a case of inferiority complex, but through the influence of a fair coed he became the idol of his college.

SUMMARY: Exceptionally pleasing comedy.

ENTERTAINMENT MERITS: 90 per cent.

RIVIERA

Rough Riders, Mary Astor, Charles Farrell.

Distributed by Renown.

BUSINESS: Fair.

AUDIENCE REACTION: Fair.

HIGHLIGHTS: Depicting of Theodore Roosevelt and his "Rough Riders."

THEME: Two boys love the same girl, but one is killed in battle and the other gains the girl.

SUMMARY: Fair picture.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: Paramount News.

CAPITOL

Swim, Girl, Swim, Bebe Daniels, Gertrude Ederle.

BUSINESS: Good.

AUDIENCE REACTION: Favorable.

HIGHLIGHTS: The swimming race, the swimming star's appearance.

THEME: The ugly duckling who comes out of it and swims to honors.

SUMMARY: The stage show was a big attraction but the picture also pulled in well.

DES MOINES

Camille, Norma Talmadge.

Distributed by First National.

BUSINESS: Fair.

AUDIENCE REACTION: Much difference of opinion.

HIGHLIGHTS: Acting of the star.

THEME: Modern version of the famous story by Dumas.

SUMMARY: The star is a great favorite here and while some audiences were very enthusiastic other shows were inclined to laugh at the sad scenes.

ENTERTAINMENT MERITS: 85 per cent.

ORPHEUM

What Price Glory, Victor McLaglen, Dolores del Rio, Edmund Lowe.

Distributed by Fox.

BUSINESS: Good.

AUDIENCE REACTION: Thrilled.

HIGHLIGHTS: Battle scenes, Captain Flagg's and Sergeant Quirt's affairs with women, the ending.

THEME: Screen version of the stage play, showing war in all its ugly futility.

SUMMARY: This picture competed with "The Big Parade" and also with very, very warm weather. It did not do as well as it otherwise would have done but perhaps averaged better for the week than the competition.

ENTERTAINMENT MERITS: 100 per cent.

AT DES MOINES THEATRES WEEK ENDING SEPTEMBER 24

STRAND

Painting the Town, Glen Tryon.

Distributed by Universal.

BUSINESS: Good.

AUDIENCE REACTION: Enjoyed comedy.

HIGHLIGHTS: A speed demonstration, comedy moments.

THEME: A young man invents a car which will travel 150 miles per hour and stop in two lengths, gets a big contract and of course wins the girl.

SUMMARY: The comedy was very good and got some really heartfelt applause. The house ate it up.

ENTERTAINMENT MERITS: 90 per cent.

DES MOINES

The Big Parade, John Gilbert, Renee Adoree.

Distributed by Metro-Goldwyn.

AUDIENCE REACTION: Highly impressed.

HIGHLIGHTS: Acting of John Gilbert, battle scenes, comedy movements.

THEME: Story of an American boy who did his bit in the war and found his great reward in the love of a French maid.

SUMMARY: The picture bucked extremely hot weather and very strong competition and did not do as well as was expected.

ENTERTAINMENT MERITS: 100 per cent.

Veteran Showmen

IF you were in the business when four reels comprised a program—when 5c was top—when a two-reeler was a feature—when you bought your service by the week—

THEN, BY GOSH, YOU BELONG TO THE OLD-TIMERS CLUB

TELL US ABOUT IT!

Dorothy Day Opens Publicity Service Office for Herself

Dorothy Day who has been handling the publicity for A. H. Blank's theatres for eight years is now going into business on her own while still retaining a place on the staff which handles Mr. Blank's independent theatres. She has offices at 410 Iowa Building.

Included on the staff is Roland Gillette who does all the art work for A. H. Blank. He was formerly on the staff of the Capitol newspaper. He will do the art work for Miss Day. It is her plan to furnish publicity service to independent exhibitors, giving first hand information on pictures reviewed and the possibilities of playing them up from different angles, and laying out campaigns for special pictures which can show the best results from extra publicity.

Miss Day remains on the staff of the Blank organization in reviewing pictures shown at the exchanges and the Capitol Theatre screening room for the DesMoines theatre men. She also acts personally for Mr. Blank in the publicity for the theatres for his independent chain of houses since the larger houses are affiliated with Publix.

"Big Parade" Goes Big At Isis, Des Moines

Harry F. Crinklaw of the Isis Theatre, Des Moines, tells of phenomenal success of "The Big Parade" in the following wire which he sent to Metro-Goldwyn-Mayer following the opening of the big war special at his theatre:

"Opened yesterday 'Big Parade' hottest weather this year had an endless line waiting until the last night in spite of 'Beau Geste' for opposition. The outlook for a record breaking ten days is very good, plenty of inquiries on 'Ben Hur' make me feel it will do as good or better."

Picture Breaks Record.

Chas. H. Gurney of the Grand Theatre, Estherville, Iowa, also tells of a great success by the big M-G-M war special which broke the house record for a single day's business at his theatre.

Publix Officials Hold a Convention in Des Moines

Publix officials held a convention at the Hotel Fort Des Moines on September 22, which was attended by the managers of the A. H. Blank-Publix chain houses in Iowa and Nebraska. The members of the theatre management department of the Publix Shows came from the east to confer with the managers on all branches of the business and to discuss the new program of pictures and stage shows which are planned for the coming season.

L. E. Schneider and Robert Crabill represented the theatre management heads while A. G. Stolte, manager of the Riviera at Omaha and Nate Frudenfeld and Mr. Korach of the staff there came from Omaha. August Hermann, manager of theatre at Council Bluffs, L. E. Davidson, manager at Sioux City, Everett Cummings from Rock Island, R. E. Schrempf of Davenport, F. O. Slenker of Davenport and G. P. Hundling of Newton were managers from over the state who were here for the all day business session and luncheon. Des Moines theatre managers present were Herb Grove, manager of the Des Moines Theatre; Harry Watts, manager of the Capitol Theatre; Jess Day, manager of the Strand Theatre and Mr. Shroedt, manager of the Garden and the Palace.

The inclination of the general meeting was to feel most enthusiastic about the business prospects for the coming season.

Who Is Oldest Exhibitor In Iowa?

Someone says that Iowa's oldest exhibitor comes from Red Oak. Does anyone know who he is?

Herbie Lee Koch, organist at the Capitol Theatre, Des Moines had an operation for appendicitis recently. He has just returned from a short vacation which he spent at Lake Okiboji and in a visit to Chicago.

The theatre at Adair has been closed for some months and Mr. Briggs is just re-opening the house. He has not definitely set his opening date. The Adair is a 300 seat house.

BRIGHT BITS *and* NEWSY NOTES

The Uptown Theatre at Clear Lake, Iowa, of which R. J. Relf is the manager is changing from a seven to a two day schedule for the week.

* * *

O. H. Garland, salesman for Pathe in the southern territory travelled the northen half this week.

* * *

Belle Miller, stenographer at the First National office, returned last week from Chicago where she underwent an operation for appendicitis while on her vacation. She is feeling quite fit again.

* * *

L. Senelson, auditor for the First National home office is now visiting the DesMoines exchange.

* * *

The district manager of short subjects of the Pathe office, Charles Stombaugh, was here last week, and R. L. McLean, district representative was here last week for one day.

* * *

Mr. Morris of the Princess Theatre at Eagle Grove has bought a Peerless lamp which he is adding to his booth equipment.

* * *

Youngclass and Latta who bought the Grand Theatre at Perry, Iowa, the opposition to their new Rex Theatre there, will not make their alterations in the theatre until spring when the house will be completely remodelled. The Grand was formerly owned by G. L. West.

* * *

Herbert Chadkin, assistant manager of the Capitol Theatre, Des Moines is now on a vacation trip to his home in New York City. Mr. Chadkin came to the Capitol from the Publix managers' in the east. Mrs. Chadkin will probably return with Mr. Chadkin to make her home in Des Moines.

* * *

Tom Arthur of the Cecil Theatre at Mason City has bought a 50 ampere Brenkart spotlight for his house. It is just been installed.

EXPLOITATION IDEAS AND HINTS

Fox News Director Tells How to Exploit the News Reel in Six Timely Steps

Exploitation of the newsreel is daily being more universally recognized as an important part of theatre operation. The most successful exhibitors are carefully planning and executing the advertising of these reels because their value as a box office attraction is recognized as being very great. This summer when the public literally stormed the theatres to see pictures of Lindbergh and other trans-Atlantic fliers was one instance when the newsreel proved to be an even greater attraction than the feature.

Truman H. Talley, director-in-chief of Fox news has prepared six important points giving the essential steps that are being used by exhibitors who are interested in the promotion of the newsreel, and they are presented herein as follows:

1. The most important point is to screen your newsreel the moment it reaches your theatre, which enables you to form your own opinion of the value of that particular issue and enables you to ascertain what subject or subjects may be worthy of newspaper advertising or special lobby display.

2. Next to featuring by special sign any unusual subject matter in a current release, a wise and profitable policy is to utilize one sheets issued by all newsreels.

3. The many exhibitors throughout the country who systematically advertise in the newspapers whether the trade-mark or special subjects of whatever newsreel they use is proof that it is worthwhile to spend money in this way. Many millions of theatre patrons have their favorite among newsreels just as they have among stars and producers.

4. In addition to advertising in the newspapers, the alert exhibitors can get at least a story a week in the local press on topics being presented in the current newsreel.

5. All sorts of novelty stunts can be devised to arouse still greater interest in the newsreel. For example, one exhibitor who co-operated with the educational leaders of his city held an essay contest among school children on the outstanding topics of the day, thus creating friends for the theatre among the intellectual and intelligent people of the community.

6. The music for a newsreel should be as carefully selected and cued as the music for a feature, as improperly presented music can ruin the best of newsreels.

It is true that some of the ideas listed here are quite obvious and may seem scarcely worthy of mention, but the number of exhibitors who ignore them is surprising.

Detroit House Stimulates Matinees With "Joy Hour"

Al Ruttenberg, manager of the Iris, Detroit, gets a big early matinee crowd into his theatre by advertising a special "joy hour." Oscar Hanson, manager of the Pathe short subject department in Detroit originated the idea.

Under the system a serial and a two-reel comedy are shown ahead of the regular matinee. It is advertised as a "joy hour" and other managers, as well as Mr. Ruttenberg, have declared that the idea is successful as it draws a large number of women and children to the matinee.

Paint Merchants in Co-op Page for "Painting Town"

A co-operative newspaper advertisement was worked up in the exploitation and advertising of "Painting the Town" when the picture played the Liberty Theatre, Youngstown, O. The Sherwin-Williams Paint Co. offered assistance as a tie-up for their own product.

Those included in the co-operative page were a wall paper concern, a glass company, a hardware store, and other vendors of "cleaning up" products. Some of the concerns used window cards.

Veterans Give Band Concert To Exploit "Big Parade"

The Foreign War Veterans assisted in the exploitation of "The Big Parade" during its engagement at the Allen Theatre, Akron, O. The Veteran's band of 20 pieces gave a concert over the radio station WADC on the Friday night preceding the picture's opening. The band also gave a concert on the marquee of the theatre on Saturday and Sunday nights.

Keith's Palace Exploits "The Fighting Eagle"

John F. Royal, manager of Keith's Palace Theatre, The News and Hank Simmons, in charge of Pathe exploitations, all put their heads together to work out the following fine publicity stunt in connection with "The Fighting Eagle" booked at the Palace.

Through The News, an SOS was sent forth for Cleveland men who had been connected with the U. S. Intelligence department during the war. Those presenting the best credentials were chosen as guests of the Palace Theatre at a dinner party at the Statler Hotel, followed by a theatre party at the Palace.

After the first announcements in The News, follow-up stories appeared daily, so that readers could not fail to know what type of picture "The Fighting Eagle" was and where it was to play.

Simmons also arranged a fine tie-up with the Cleveland Public Library. The library issued 20,000 book marks advertising the picture. In addition it arranged a special display of books by Sir A. Conan Doyle, author of the story from which the picture was made.

Blatz Grape Gum Offers A Herald for "The Big Parade"

The manufacturers of Blatz Grape Gum, have utilized some of the stills of "The Big Parade" to build a very good piece of advertising material that has a lot of value for the exhibitor and incidentally something for themselves. They have designed a herald 7x11 inches with eleven stills of "The Big Parade" —the front and back having large reproductions of John Gilbert and Renee Adoree in the chewing gum scenes which are part of certain sequences of the film and inside are eight other shots from various scenes, the whole being done in four colors.

Only on the back page is there any ad for the "Grape Gum." The front page has a space for the imprint of the theatre name and date. These placards are given away by the manufacturers to Exhibitors who are playing the picture. Information about them can be had at any of the M. G. M. exchanges.

Elaborate Campaign on "Big Parade" in Memphis, Tenn.

Howard Kingsmore, the manager of Loew's Palace Theatre in Memphis, Tenn., recently treated that up-and-coming southern city to a taste of real brisk exploitation work. He was aided in this work by a Metro-Goldwyn-Mayer exploiteer.

This was a most comprehensive campaign. It included many stunts, a great deal of billing, a tie-up with the Recruiting Service, a newsboys parade, lobby and theatre front decorations as well as many new, original and valuable exploitation ideas.

The billing consisted of twenty-five 24 sheets, twelve 6-sheets, five hundred 1-sheets, six hundred window cards, five thousand special heralds and four de luxe and one special trailer.

Special accessories used in exploiting "The Big Parade" consisted of forty-eight overseas caps, stenciled with the name of the film and distributed among the corner newsboys, eight oil paintings, which were used in the lobby before the opening and then in various store windows. One special banner ran the full length of the marquee, and was illuminated by the regular electric sign.

Also there was a large papier mache soldier, standing with rife and bayonet at the ready. "Allied" flags were hung all about this soldier, who was placed in the lobby, and a spray of these flags was used to decorate the marquee.

An elaborate window display was placed in Bry's, one of the largest department stores in the south. The paper mache soldier, previously used in the foyer, and a spray of "allied" flags was used as a background for the studio model and seven large paintings of M-G-M stars. In addition to the pictorial display, cards relative to "The Big Parade" oil paintings were placed in six other windows. The store advertised "The Big Parade" of merchandise. "The Big Parade" of prices, etc.

Ken Maynard Clubs Spread Popularity of that Star

When First National's western star, Ken Maynard, learned that clubs had been formed by boys and named after him, he presented each club with a lariat and with an autographed photo of himself. The photos usually include Maynard's famous white horse, Tarzan. There are a number of Ken Maynard clubs in many cities.

First National's advertising and publicity department has decided to capitalize on this interest in Ken Maynard and his pictures on the part of the younger generation. They have prepared a broadside which is being mailed to the exhibitors of the country calling their attention to the exploitation value of the Ken Maynard Clubs.

Most exploitation is for but a single picture, and has been found to pay. The Ken Maynard Club is exploitation of a continuing value. Its cumulative effect will stimulate interest in each new Maynard picture.

The Ken Maynard western stories are founded upon some occurrence of a historical nature relative to the winning of the West and thus there is a real cultural phase to each of his pictures which will appeal to teachers, Boy Scout masters and others having to do with boys' organizations and will readily enlist their co-operation.

In further co-operation with exhibitors who wish to form Ken Maynard clubs, First National has had an attractive button designed and a large quantity has been manufactured. First National's advertising and publicity department has also prepared Ken Maynard Club letterheads and envelopes, carrying an impress of the button. A supply of this stationery will be sent to the exhibitor for presentation to the club upon receipt of the name of the club president, which will be printed on the letterheads.

An AD-itorial

By R. C. "BOB" GARY

Do you ever limit yourself? I'll explain further on exactly what I mean, but any way, don't do it—not if you contemplate on some time listing your income in six figures, or seeing your "John Henry" in big type in "Who's Who."

This matter of limitation is a point phychologists stress to the limit—they tell us that by limiting our abilities we make failures a huge possibility, and when we give this subject a moment's thought, we realize this is the "straight goods." Think of the time that you let your competitor advertise and exploit his show, and you felt rather "out of it" as it were, when the shekels came rolling in around the corner. The whole trouble was you limited yourself, and after solilquizing you succeeded in convincing yourself the job was too big for you—that you hadn't a chance, considering your education, opportunities, and all that sorta "sympathy stuff."

Unlimited success may be awaiting us—it may be just "around the corner," we hear so much about, and may be depending on whether we have the GRIT to attempt big things. This "hitching your wagon to a part of the solar system" is "good stuff," even if we do disparage it.

But you're, by this time probably, wondering why this sermonette affair, and why so serious. This outburst was brought about by a front page story in SHOWMANSHIP—a breezy house organ published by Universal's Theatre Circuit and edited by Joe Weil. I'll quote SHOWMANSHIP word for word:

"W. P. Cuff, enterprising, go-getter manager of the People's Theatre, Chanute, Kansas is the winner of the "UP THE LADDER" DRIVE! Tabulations of the quotas completed Thursday evening showed Cuff leading his nearest competitors by barely fifty points. Cuff at one time was in Twenty-sixth place. CUFF WINS $500.00 AS THE FIRST PRIZE.

"Bill" Cuff beat the field—this goes to prove my wordiness rave isn't so far off, doesn't it? My final word is: Put no limitations upon yourself.--EXPLOIT AND ADVERTISE. USE MORE ACCESSORIES.

Universal In New Tie-Up With Roller Skate Maker

Now they're whizzing around Universal City on "Super-Wheel Skates." Super-wheel skates, by way of explanation, are a cross between an ice skate and an underslung roadster but labeled roller skates. A skating shoe, attached to an aluminum chassis, is hung between two 4 1-2 inch ball-bearing, rubber-shoed wheels, and when filled with a human foot, is guaranteed to develop plenty of speed.

These new vehicles have just been introduced this fall and have been tied up with "The Collegians," Universal's super two-reel featurettes. Members of the "Collegians" cast—George Lewis, Dorothy Gulliver and Eddie Phillips—as well as others of Universal's younger stars and featured players have been photographed performing on these skates and these pictures are being used in sport magazines, in dealer window tie-up material, at skating rinks and school athletic events.

A special feature of this tie-up for exhibitors is the offer of the manufacturer to give skates as prizes—they retail for $10.00—where a big enough race can be promoted. This should be a three-cornered affair between the theatre, a sporting goods store handling the new skates and a newspaper.

PICTURE NEWS *Told in Pictures*

Alley atmosphere, with Shirley Mason and Paul Panzer doing their stuff in "Sally in Our Alley," a Columbia Pictures production.

Lupino Lane and Kathryn McGuire in a scene from an Educational-Lupino Lane comedy.

"Wings," Paramount's epic of the air, now at the Criterion Theatre, New York City, has broken all advance sales records. It is predicted that it will be there for sometime to come. Clara Bow, Jobyna Ralston, Charles (Buddy) Rogers and Richard Arlen are the players, William Wellman the director.

The PICTURE GUIDE

Little Tips on New Pictures

Alias the Lone Wolf

Distributed by Columbia.
STAR: Bert Lytell.
SUPPORT: Lois Wilson.
TYPE: Crook melodrama.
TIME: The present.
LOCALE: On board ship and in New York.
LENGTH: 7 reels.

SYNOPSIS: While at sea Michael Lanyard prevents a gang of thieves from stealing the precious jewels owned by Eve de Montalais who plans to smuggle the jewels into the United States. In New York the thieves tell Eve that Lanyard is "The Lone Wolf" and that he is after the gems. Through subterfuge the crooks get the jewels. In the end, Lanyard causes the arrest of the thieves and proves to be a secret service man. Of course Eve and Michael are united.

HIGHLIGHTS: Clashing of wits between the thieves and Lanyard, Lanyard proves to be a secret service man, the recovery of the gems and the capture of the crooks.

The Cruise of the Hellion

Distributed by Rayart.
STAR: Donald Keith.
SUPPORT: Edna Murphy.
TYPE: Melodrama of the sea.
TIME: The present.
LOCALE: Aboard the Hellion.
LENGTH: 6 reels.

SYNOPSIS: When Jack Harlan announces his engagement to a chorus girl his wealthy father arranges for him to go aboard his ship the Hellion, starting out with a cargo of gold. Aboard the Hellion Jack sees Diana, niece of Judd, the skipper, whom he had met previously. They become friends. Kilroy, the villainous first mate, gets Judd drunk, plotting to get the cargo of gold. Judd fights with Jack, and a gun over which the two are fighting is fired. At the same time Kilroy shoots Judd, giving the impression that Jack had committed the murder. Diana, Jack and a friendly sailor fight the mutinous crew,—throw the cargo of gold overboard and swim safely to the shore of an island. Kilroy and Reid, his right hand man, follow but are captured by a group of pearl hunters headed by a gunboat officer. Returning to the vessel, Jack goes down to the bottom of the sea in a diving suit to recover the chest of gold. He is followed by Reid, similarly attired. The two fight beneath the water, Jack winning. Reid, dying, reveals Kilroys's duplicity, following which Kilroy confesses to the shooting of Judd and leaps overboard. Jack and Diana are united, and Jack's father is satisfied with his plan to ship the boy away to keep him from marrying the chorus girl.

HIGHLIGHTS: The fight with Judd, the struggle at the bottom of the sea, the continuous series of melodramatic incidents.

Hook and Ladder No. 9

Distributed by F B O
STARS: Cornelius Keefe, Edward Hearn.
SUPPORT: Dione Ellis.
TYPE: Fire-fighter's drama.
TIME: The present.
LOCALE: An American city.
LENGTH: 6 reels.

SYNOPSIS: Johnny Graham, a fireman, falls in love with Mary Smith, sweetheart of Dan Duffy, Graham's best friend, also a fireman. Mary accepts the proposal of Graham, creating bitter enmity between the two men. Mary and Johnny are married two years, but Duffy is still a silent, bitter fireman. Fire breaks out in the apartment in which Johnny and Mary live. Duffy dies when he and Johnny rescue Mary and the baby. With his dying words, Dan forgives the couple, and Mary prays to God to make her baby as good a man as Dan Duffy.

HIGHLIGHTS: The rescue, the ending.

Rose of the Golden West

Distributed by First National.
STAR: Mary Astor.
SUPPORT: Gilbert Roland.
TYPE: Historic romance.
TIME: 1846.
LOCALE: California.
LENGTH: 7 reels.

SYNOPSIS: Juan is prevented from eloping with Elena, who is in a convent, because he is commissioned to kill General Vallero, dictator of the empire of California who is suspected of plotting to sell out to Rusia. Vallero, unknown to the two lovers, is Elena's father. He takes her from the convent, posing as her dead father's friend. When the coach carrying the two is jolted at break-neck speed toward a cliff, Elena and her father are saved by the timely arrival of Juan, who does not discover that the man he saved is Vallero and does not know that Elena is in the coach. When Juan attempts to carry out his mission he is captured by soldiers and sentenced to be shot. Elena maneuvers a ruse which brings U. S. marines who take possession. Juan is saved and he and Elena are reunited.

HIGHLIGHTS: Juan rescues Vallero and Elena, the landing of the marines.

A Man's Past

Distributed by Universal.
STAR: Conrad Veidt.
SUPPORT: Barbara Bedford.
TYPE: Heavy drama.
TIME: The present.
LOCALE: France.
LENGTH: 6 reels.

SYNOPSIS: Convicted of putting to death patients suffering intensely from incurable diseases, a doctor is placed in a French prison under a brutal warden. In an emergency he saves the warden's life, who fails to keep his promise to free the physician who escapes. He comes to the rescue of his life-long friend, who is going blind and poses in his stead. He falls in love with his friend's sister. In the end the doctor receives a pardon, is restored to rank in the medical profession and is free to marry the woman he loves.

HIGHLIGHTS: Acting of Conrad Veidt.

Sally in Our Alley

Distributed by Columbia.
STAR: Shirley Mason.
SUPPORT: Richard Arlen.
TYPE: Romance of the tenements.
TIME: The present.
LOCALE: An American city.
LENGTH: 7 reels.

SYNOPSIS: Sally Williams, a girl of the tenements, arrives home from delivering a customer's washing to find her mother dead. She is adopted by three neighbors, a Scotchman, an Italian and a Jew. She is in love with Jimmie Adams, a young plumber. A wealthy aunt takes Sally away from her happy surroundings amidst the three foster parents. When the two men who had been fathers to Sally, and Jimmie attend a dinner at the wealthy aunt's home, they make a scene by their awkward manners. Sally's aunt tells Jimmie that Sally loves a young man of wealth and Jimmie decides to sail for China. Sally becoming infuriated with her aunt, arrives at the pier with her three foster parents just as the ship sails away, but Jimmie steps from behind a building, saying he could not go, and then there is the happy ending with Sally in her lover's arms.

HIGHLIGHTS: The mingling of comedy and pathos, the dinner scene.

SHORT SUBJECTS

Spice of the Box Office

In For Life

Universal—One Reel

Neely's marriage to Connie is stopped by the irate parents of both parties, who storm the office of the justice of the peace.

The love birds fly off in a car, hoping to distance the pursuing parents. They get a speed ticket and are much worried until Neely meets a lawyer friend who tells him he will use his political pull to fix them up. They call at his office half an hour later to be told that he is serving ninety days for speeding. Going out again they find on their car another ticket for parking too long, another for standing in front of a fireplug and numerous other tickets for additional violations. They try to tell the cop that they are not the owners of the car. They get another ticket for lying to a cop.

In court Neely tells the magistrate a touching cock-and-bull story of his hard luck. His Honor makes an example of the pair by marrying them.

Lucky Dog

Educational—One Reel

The Husband has no use for dogs while his wife is very fond of them. She insists on having them around the house and the Husband is kept busy throwing them out. At last he comes upon an idea to cure her of her dog malady. He hires a clever circus performer who is skilled as a dog impersonator to come to the house and attack her. But the wife learns to like the "pet" and showers it with kisses and hugs, which arouse the rage and jealousy of the husband. Of course there is a big chase in which all things are straightened out. Phil Dunham is the husband and Louise Billets takes the part of the wife.

Sailors Beware

Pathe—Two Reels

STAR: Stan Laurel.

Here we have Stan Laurel at his best. As an eccentric taxi driver who has a mania for getting into trouble he supplies the majority of the laughs. His curiosity and obliging disposition gets him to the water front where he is shanghaied and made to work on a boat crossing the ocean. Most of the fun is made up with his dumb antics on the ship and the portrayal of a dwarf as a little girl.

Fox Tales

Educational—Two Reels.

Clem is a prince but it doesn't mean anything because the war has reduced his family to poverty. When he takes a taxi ride and can't pay for the luxury, the driver threatens to take it out of his hide. Then along comes Lucille who is seeking a prince to give her fox hunt a royal appearance. She invites the prince and the driver goes along. They get on horses and start on the fox hunt but are thrown off. They continue in a Ford. At last they jump over a fence at a fox but land on a porcupine. Clem Beauchamp is the prince and Phil Dunham is the taxi driver. Lucille Huttan is the girl.

Hook, Line and Sinker

Pathe Fable—One Reel

Old Al Falfa has taken up the sport of fishing in this Paul Terry cartoon comedy. But while he fishes, Milton Mouse and Thomas Cat conspire to do as much mischief to old Al as possible. For instance they release the fish from his hooks, steal his bate, and cause a lot of unpleasantness for the old farmer. When a storm arises suddenly, Al is thrown into the sea and finds himself among mermaids, as well as an octopus. A fight takes place, and Al is the victor. But he is chased to the surface by a hideous fish which gives chase to Al as well as the cat and mouse. The moral is "Many a man's ship is wrecked on a permanent wave."

A Party Man

Universal—One Reel

STAR: Charles Puffy.

Puffy, candidate for district attorney gives a dinner at which his wife's mother makes a bad impression by dipping her doughnuts in her coffee. When the mayor refuses to flirt with her she throws china at him and finally invites him to get up and fight like a gentleman. Puffy gets up to give an address and the mother-in-law spoils it by butting in. Puffy tells his wife to get some cops and have the place raided to save his reputation. He is arrested and heaves a sigh of relief when he is thrown in a cell. He forbids his wife to bail him out until she gets her mother to leave town. When he starts to sit down on his iron bed he finds this his mother-in-law is occupying the same cell.

Lost in a Pullman

Bray—Two Reels

Luke arouses the anger of a big brute of a fellow because the big fellow's wife seems to take a liking to Luke. There are a number of sea-shore scenes in which the ruffian is chasing poor Luke. Luke starts for home and discovers the same couple on the train. More chasing scenes in the Pullman, but each time Luke manages to squeeze out of the clutches of the ruffian. At last the hero wakes up and discovers that the ruffian's wife is his own wife and that the big brute is a very timid fellow.

Ko Ko's Kane

Paramount—One Reel

An Out-of-the-Inkwell unit featuring Ko Ko and his pet dog. The story concerns a cane which has been invented by the cartoonist. The cane is a very remarkable one for it can be converted into a broom, cannon, camera, or anything by just pressing a button. Ko Ko and his dog hop out of the inkwell and discover a chart of the cane on the wall. The get inside and carry the cane out on the street where they find plenty of adventure, for the cane keeps changing its appearance, converting itself into a man-hole, gun, and many other formations. At last, the cartoonist notices the mischief makers and hurries them back into the inkwell. It's a good number.

"Hard Cider"

Aesop's Fable—Pathe—One Reel

Generous quantities of hard cider cause Farmer Al to have a glorious vision in which he is floating through the clouds chasing a beautiful girl. Thomas Cat is similarly affected and pursues a beautiful cat fairy. Finally they "come to," embracing each other, and then the chase begins, with the pair going around in a mill wheel with such vehemence that the mill runs away across the landscape.

EXHIBITORS—

Send in your
Exploitation Stunts.

EQUIPMENT AND SUPPLIES

A Few Practical Needs in the Field of Projection

By ARTHUR GRAY

The interest of the theatre going public in motion pictures, today, extends considerably beyond the star, the cast, and the story which the picture tells. They have been educated to expect good photography, good music and better projection.

Astute theatre exhibitors find that high grade projection is good showmanship, and some have used this as an effective advertising feature, and business getter.

An increasing number of exhibitors have come to realize the fact that a scratched, dirty film seriously impairs the entertainmnent value of the picture, and are insisting upon receiving better conditioned film from the film distributing exchanges.

The general condition of the average circulating print, judged from the standard of screen appearance as well as by its ability to pass without mishap through a projector, is undoubtedly gradually improving, but need for further improvement continues to exist.

A normal amount of wear and tear on the film is inevitable during the process of projection, but a large amount of the damage which a film often incurs is unnecessary, and is caused by careless handling either during inspection at the exchange, during shipment, or in the projection room at the theatre.

Loose splices which separate while the film is being projected, and thereby cause an interruption in the show, continue to be one of the toughest problems with which a projectionist must contend.

The fewer splices there are in a print, the less probability there will be for mishaps of this nature. Any planning which will result in the number of splices being kept at the very minimum is desirable and very important.

The recent circulation of a considerable amount of buckled film, which results in an oscillating, in-and-out-of-focus effect in the picture when the film is projected, is giving wide spread trouble. Various causes have been ascribed as being responsible for this condition, and attempts are undoubtedly being made to abate the trouble.

It seems to be a rather complex problems, and must receive the cooperative efforts of technical workers in several different fields of the industry if it is to be quickly and effectively remedied. That the trouble be remedied as soon as possible is imperative.

Use of Peerless Speed Indicator Popularized

Though never having been advertised extensively, possibly because the company handling it devotes the major attention to the Peerless reflecting arc lamp, the Peerless speed indicator, manufactured by the J. E. McCauley Co., of Chicago, is rapidly becoming a popular selection, especially among the large theatres, scores of which are reporting its use as invaluable.

The value of a speed-indicating system can be and is most frequently underestimated. With a dependable device of this kind as a part of the booth equipment, the manager, musical director, stage manager, head ushers and other department heads of the theatre may easily determine the progress of the performance, and the projectionist is better able to maintain a schedule of his screen time.

It may be used to most beneficial advantage in the rehearsal room for previewing films and cueing the pictures. With individual registering dials on each projector, it is easy to determine which machine is in operation with merely a glance at the indicating dials, positioned at one or several points in the theatre and wherever desired.

Generator Will Eliminate Objectionable Fluctuation

One very annoying characteristic by which we remember the early moving picture exhibition was the continual fluctuation in the brightness of the screen amounting in many cases to complete extinction to the projector light. Much of this was due to variation in the "voltage" or pressure at which electricity was supplied to the building.

The "Deluxe" presentation which we now enjoy is made possible by the use of electric motor-generator sets which have been worked out in the electrical engineering laboratories for use in theatres. These generators deliver electrical current at a constant pressure and so eliminate entirely the objectionable fluctuation.

BOX OFFICE REPORT BLANK

Tear Out. Fill In

Mail Today

For the Next Issue

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

Title _____
Star _____
Producer _____
Remarks _____
_____
_____
_____
_____
Title _____
Star _____
Producer _____
Remarks _____
_____
_____
_____
_____
Title _____
Star _____
Producer _____
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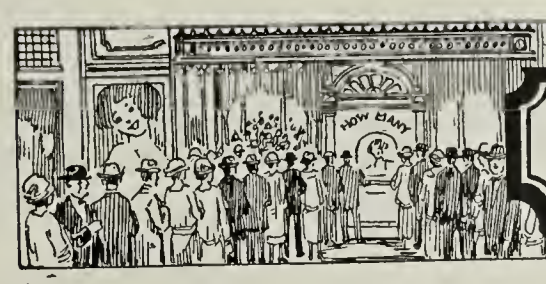

BOX-OFFICE REPORTS

COLUMBIA

Obey the Law, Bert Lytell.—A crook story that pleased.—Merle Skinner, Liberty, Judith Gap, Mont.

F B O

Flaming Waters, Malcolm McGregor, —Very good drama with mixed comedy. —Merle Skinner, Liberty, Judith Gap, Mont.

Galloping Thunder, Bob Custer.—Not up to previous releases but will get by with Custer fans.—H. E. Drew, Orpheum, Ionia, Mich.

The College Boob, Lefty Flynn.—A clean college story.—Parish Hall, Conception, Mo.

Laddie, John Bowers.—Somewhat interesting and amusing.—Parish Hall, Conception, Mo.

The Tough Guy.—The horse, Silver King, a great pet for children is in this picture and it pleases.—Parish Hall, Conception, Mo.

METRO-GOLDWYN

Adam and Evil, Lew Cody.—Very clever little comedy that pleased all.—Clyde Blasius, Diana, Midvale, Utah.

PARAMOUNT

Hold That Lion, Douglas MacLean.—Just as good a comedy as Lloyd pictures, and MacLean and Walter Hires make a better team than Beery and Hatton.—Merle Skinner, Liberty, Judith Gap, Mont.

For Heavens Sake, Harold Lloyd.—A real good comedy; cleverly made. It will fill the house.—J. M. Kudrna, Golden Rule, Medicine Lake, Mont.

Born to the West, Jack Holt.—Very good Zane Grey story which would have drawn better if it hadn't been for the county fair here.—Ray Musselman, Princess, Lincoln, Kas.

Mantrap, Clara Bow.—Good picture spoiled by a rotten print.—Ray Musselman, Princess, Lincoln, Kas.

Barbed Wire, Pola Negri.—Excellent picture which should fill any house.—Clyde Blasius, Diana, Midvale, Utah.

The Blind Goddess.—A most interesting picture.—Parish Hall, Conception, Mo.

The Street of Forgotten Men.—A sad, but very fine picture.—Parish Hall, Conception, Mo.

So's Your Old Man, W. C. Fields.—This is a very good clean comedy.—Parish Hall, Conception, Mo.

The Mysterious Rider.—Rather a good western, a little better than most of the others of this kind.—Parish Hall, Conception, Mo.

PATHE

The Arizona Whirlwind, Bill Cody.—Poor story and indifferent acting spoiled this one.—H. E. Drew, Ionia, Mich.

Flames, Jean Hersholt.—Good. Not a special but will please majority.—H. E. Drew, Orpheum, Ionia, Mich.

Barriers Burned Away.—Exceptionally fine story, good historical value.—Merle Skinner, Liberty, Judith Gap, Mont.

UNITED ARTISTS

The Black Pirate, Douglas Fairbanks. —Very good but rather long.—John Greve, Princess, Oak Creek, Col.

Sparrows, Mary Pickford.—More for children, but may also be welcome for adults.—Parish Hall, Conception, Mo.

Little Annie Rooney, Mary Pickford. —For children, and perhaps women; rather childish.—Parish Hall, Conception, Mo.

The General, Buster Keaton.—Rather a good comedy, different from many others.—Parish Hall, Conception, Mo.

UNIVERSAL

The Man From the West, Art Acord. —A punk western and a poorer star.—John Greve, Princess, Oak Creek, Col.

Painting the Town, Glen Tryon.—A natural. Step on this one hard. Lots of favorable comments.—H. E. Drew, Orpheum, Ionia, Mich.

The Flaming Frontier, Special Cast.—A good picture, good drawing power and historic.—J. M. Kudrna, Golden Rule, Medicine Lake, Mont.

California Straight Ahead, Reginald Denny.—Good comedy, although a little suggestive.—Parish Hall, Conception, Mo.

Home Makers, Star Cast.—Good lesson and a good picture.—Parish Hall, Conception, Mo.

WARNER BROTHERS

Hills of Kentucky, Rin-Tin-Tin.—One of his best. Rinty is the only dog that brings them back.—H. E. Drew, Orpheum, onia, Mich.

The Bush Leaguer, Monte Blue.—Very good picture. First release on new block. If all are like this one, I will be very well satisfied.—E. R. Wilson, Liberty, Liberty, Mo.

STATE RIGHTS

The Romance of a Million Dollars, Glen Hunter.—Another real picture from Independent. I wish some of these hard boiled exhibitors would try independents and see the pictures.—S. M. White, American, Keytesville, Mo.

The Grey Devil, Jack Perrin.—Jack, his wonder horse, and dog furnish fine entertainment.—H. R. Dodson, Fairway, Fortescue, Mo.

The Girl Who Wouldn't Work, Special Cast.—All exhibitors should step on this one. You can't go wrong.—B. F. Benton, Cedaredge, Col.

Kentucky Handicap, Reed Howes.—Wonderful. Never a better race picture made.—B. F. Benton, Cedaredge, Col.

Flying High, William Fairbanks.—Program variety that needs bolstering. —H. E. Drew, Orpheum, Ionia, Mich.

Dangerous Friends, Special Cast.—Gets a few laughs. Will please with strong supporting bill.—H. E. Drew, Orpheum, Ionia, Mich.

Red Signals, Earle Williams.—Usual railroad melodrama. Will please about 50 per cent.—H. E. Drew, Ionia, Mich.

De Mille Starts Shooting On "Chicago"

With Cecil B. De Mille personally directing, in association with Frank Urson, "Chicago," the screen version of the famous stage play, has just gone into production at the De Mille Studio. This will be one of the really big pictures of the year for Pathe release. Mr. Urson was slated as director, but Mr. De Mille felt that the production is so important that he will take charge of the first 100 scenes at least.

Phyllis Haver, blonde and beautiful, has the role of Roxy Hart, the part played by Francine Larrimore in the New York stage production. Victor Varconi plays her husband; T. Roy Barnes is the reporter; Julia Faye is the society murderess, and Robert Edeson is the lawyer.

Charles Van Zandt has been elected treasurer of Educational to succeed John W. Toone who died recently.

THE CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors. Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

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NOW IS A GOOD TIME TO FIX up your theatre. . We are offering at bargain prices several lots of high grade used upholstered chairs in Spanish leather. Also several lots of heavy 5 and 7-ply veneered chairs. Brand new chairs at the 40 per cent less factory price. Write today and we will mail you photographs and give you full details. ILLINOIS THEATRE EQUIPMENT CO., 12-14 E. 9th St., Chicago, Ill.

FOR SALE: Leather upholstered and plain theatre seats, several sets of scenery and drops, Motiograph machine. Good condition; will sell right. E. A. Briles, Stafford, Kas. P2t.-10-1

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SPECIAL! 650 upholstered leather chairs, taken out from one of Chicago's finest legitimate theatres that has been dismantled. The chairs are a combination dark red mohair, upholstered, panelled back with a newly upholstered red imitation Spanish leather seat to match. The seats are one of the highest spring constructed chairs that are made by the Andrew Chair Company at very low prices. ILLINOIS THEATRE EQUIPMENT CO., 12-14 E. Ninth St., Chicago, Ill.

WE SELL new seats and backs for all opera chairs and can MATCH yours. Send samples and write to Monarch Theatre Supply Co., Memphis, Tenn. c1t

MOVIE AGE

BENJ. FLETCHER—Editor & Mgr.
414 South 13th St.
Omaha, Nebr.
Telephone____Atlantic 1322
MADELINE GRAHL Des Moines Rep.
Published Weekly by
ASSOCIATED PUBLICATIONS, Inc.
BEN SHLYEN
President and Publisher
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GIFT NIGHT MERCHANDISE. OVER 300 FINE NOVELTIES IN OUR LARGE FREE CATALOG AT GENUINE WHOLESALE PRICES. WRITE TODAY. NO OBLIGATION. FAIR TRADING CO., INC., 307 SIXTH AVE., NEW YORK.

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HELP WANTED

WANTED—First class mechanic and motion picture equipment repair man, thoroughly experienced on Simplex, Powers, and Motiograph. Good salary, splendid position, and wonderful opportunity for right party. References required. Address Box M, Associated Publications, Inc., Glover Bldg., Kansas City, Mo. C-1t

EQUIPMENT FOR SALE

ELECTRIC SIGN for sale. BIJOU, $375.00 first class condition $150.00. Gem Theatre, Cairo, Ill. C3t

THEATRES FOR SALE

FOR SALE: Theatre in Webb City, Mo. Best location in town—2-story brick building, 6 nice living rooms on 2d floor, theatre fully equipped, 360 opera chairs, 2 Powers machines, Minusa screen, underground cooling system, Italian marble front, everything ready to go. $7,500 takes building and all. $1,000 down, payments to suit purchaser. Address J. D. Wineland, Box 278, Picher, Okla. P2t.-10-1

EQUIPMENT WANTED

WE PAY highest prices for Powers, Simplex, Motiograph machines, opera chairs, screens, portable projectors, and all theatre equipment. For quick turnover, write Monarch Theatre Supply Co., Memphis, Tenn. —Ctf

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—A JOB, A POSITION OPEN
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$100

put into a savings bank and left there to draw interest compounded semi-annually will become $1,000 in about 100 years.

WHEREAS

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put into a one year's subscription to this trade paper will furnish you with information, ideas and business helps that can make you a thousand dollars in one year!

Several exhibitors have already told us that one little idea contained in one issue of this publication was worth $20.00 to them. Multiply that by 52 and you get $1040.00.

Worthwhile--and then some!

See the next page →

The Idea

A book of advertising aids written by exhibitors for exhibitors

Published as a Supplement to this Trade Paper

Here's THE IDEA

It was prepared for the sole purpose of helping exhibitors sell more seats—to increase patronage without increasing cost—to furnish practical and proven ideas for showmen to use in selling pictures to the public.

THE IDEA will contain READY-MADE copy that exhibitors can use in their newspaper advertising, in programs or on the screen. Illustrated ads showing how to adopt this copy to fit various types of pictures. And more than a hundred exploitation stunts, actually used by exhibitors in putting over current pictures.

The ready-made copy in THE IDEA was written by an expert in this line. It gets away from the old line of theatre advertising and the use of such meaningless terms as "best," "greatest," "superb," etc. Its copy is fresh, chatty, snappy and convincing. It puts life into your advertising and money into your box-office.

All of the ready-made copy is printed on one side of a sheet, perforated, so that it can be clipped out and inserted in your ads without alteration.

This is not a treatise on advertising telling you only how to do it—but a book of ideas and copy that you can actually put to use.

It's FREE—If→

MAIL TODAY

Contents of "THE IDEA"

- Policy Advertising copy (with illustrations)
- Headlines, catch lines, and phrases
- Romantic copy
- "Heavy" copy
- Unusual copy
- Program copy
- Star copy
- "Jazzed" copy
- Comedy-Drama copy
- Society copy
- "Mother" copy
- Melodramatic, thrill and western copy
- Miscellaneous copy

Date _____ 1927

MOVIE AGE
414 South 13th St., Omaha, Nebr.

Here's my two dollars for a year's subscription, which I understand includes the supplementary issue of THE IDEA.

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Theatre _____

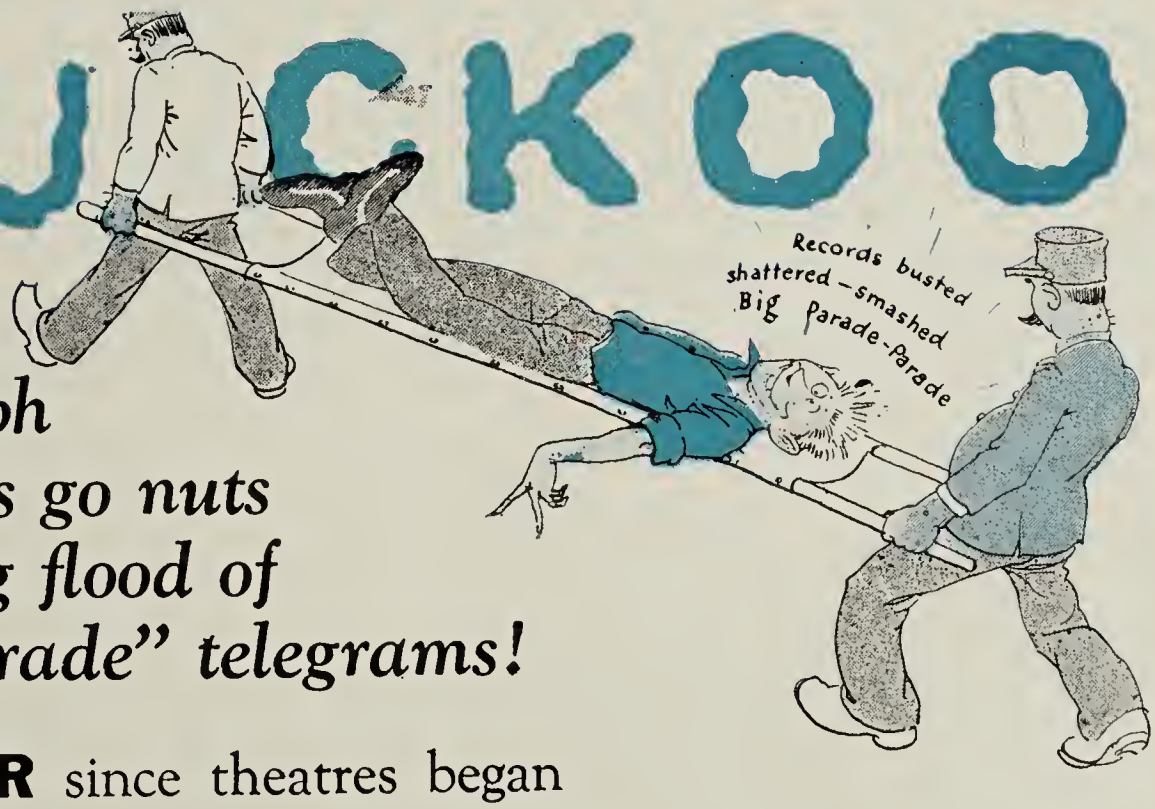
Address _____

Town _____ State _____

MOVIEAGE

Volume V — OMAHA, NEBR., OCTOBER 8, 1927 — Number 46

CUCKOO



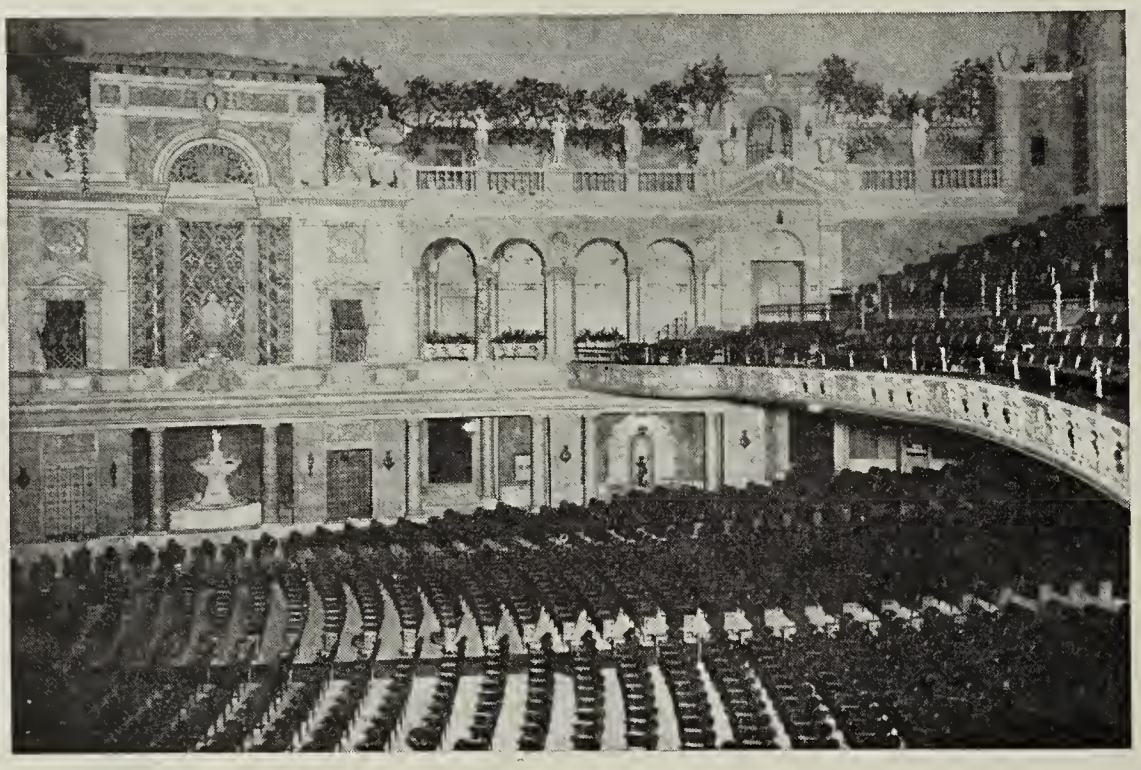
Telegraph operators go nuts handling flood of "Big Parade" telegrams!

NEVER since theatres began
HAS any attraction
ANYWHERE, at any time
PERFORMED such miracles
AS "The Big Parade" is doing.
M-G-M acknowledges with thanks
THOUSANDS of congratulations!

NOW COMES "BEN-HUR"

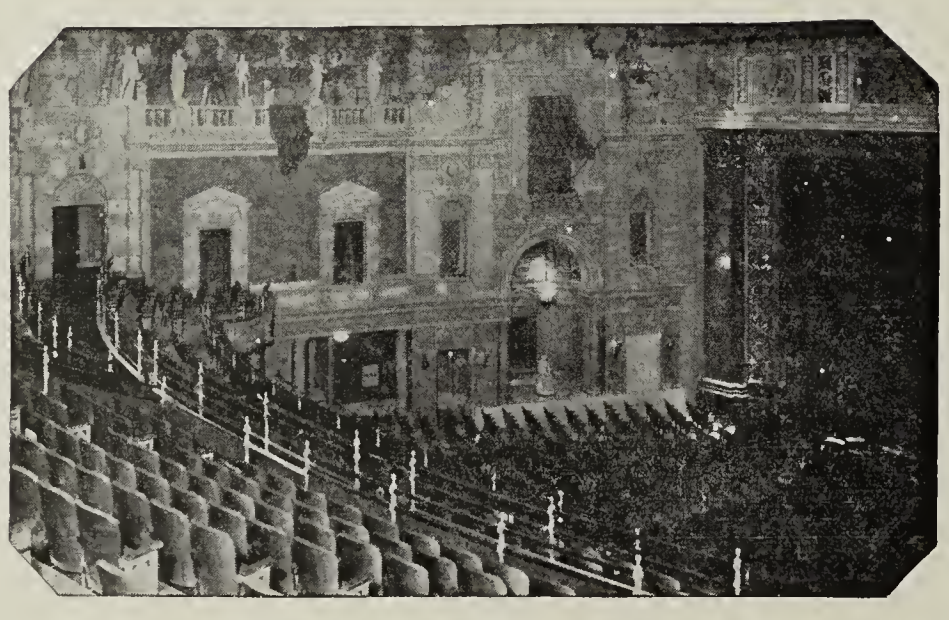
A Business Magazine for the Film Trade in Iowa and Nebraska

Made by
American Seating Company



Saenger's
Canal Street Theatre
New Orleans, La.

EMIL WEIL, ARCHITECT



The South
turns to
"American"
Chairs

YUMA, *Yuma, Ariz.*
SMITH, *Conway, Ark.*
ALICE, *Hope, Ark.*
SAENGER, *Pine Bluff, Ark.*
NEW LEXINGTON OPERA HOUSE *Lexington, Ky.*
BROWN, *Louisville, Ky.*
RAPIDS, *Alexandria, La.*
SAENGER, *Bay St. Louis, La.*
SAENGER, *Covington, La.*
SAENGER, *Monroe, La.*
COSMOPOLITAN, *New Orleans, La.*
GRANADA, *New Orleans, La.*
LYRIC AMUSEMENT CO., *New Orleans, La.*
SAENGER'S CANAL STREET THEATRE, *New Orleans, La.*
LOEW'S STATE, *New Orleans, La.*
ISTRIONE THEATRE, *New Orleans La.*
BROADMOOR, *New Orleans, La.*
SAENGER, *Shreveport, La.*
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PALACE, *Muskogee, Okla.*
ORPEHUM, *Tulsa, Okla.*
RITZ, *Tulsa, Okla.*
RIALTO, *Chattanooga, Tenn.*
MAJESTIC, *Johnson City, Tenn.*
STRAND, *Knoxville, Tenn.*
BULLOS BROS., M P., *Memphis, Tenn.*
RIALTO, *Memphis, Tenn.*
BELMONT, *Nashville, Tenn.*
TENNESSEE WOODLAND, *Paris, Tenn.*
SAENGER, *Abilene, Texas*
THE R. R. GULF AMUSEMENT CO., *Corpus Christi, Texas*
MAJESTIC, *Dallas, Texas*
R. & R., *Hillsboro, Texas*
KIRBY, *Houston, Texas*
METROPOLITAN, *Houston, Texas*
ARCADIA, *Kerrville, Texas*
R. & R., *Palestine, Texas*
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CARL LAEMMLE presents CLARA BOW

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The Girl with "IT" at Her Zippiest Best!

Bubbling, effervescent, peppy CLARA BOW in a title and a picture that fits her like a one-piece bathing suit!

WINE

UNIVERSAL

Omaha, Neb., 1513 Davenport, H. Chapman, Mgr.
Des Moines, Ia., 10th & High Sts., Geo. Naylor, Mgr.

WHAT'S THE RESULT

DID IT GO OVER ? OR DID IT FLOP

Tell Your Fellow Exhibitors About It---Send in Your Report Now

MAIL IN YOUR FILM REPORT TODAY FOR THE NEXT ISSUE

My opinion on pictures recently played here is as follows:

Title _____

Star _____ Producer _____

Remarks: _____

Title _____

Star _____ Producer _____

Remarks: _____

City _____

Theatre _____

Exhibitor _____

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

EDITORIAL

THERE'S a big opportunity for the solution of the industry's ills, the elimination of many grievances and unfair practices, in the Trade Conference Parley which is in session while you are reading this. This conference is of great importance to everyone in this business, far more important than many have been willing to believe. Those, who have been shouting about the unfair business tactics of others; who have been firing accusation after accusation of others' wrong doing, will have an opportunity to give their grievances an airing. They will have a fair hearing and there is every reason to believe that this conference will result in something really constructive. Just one little thing needs to be hoped. And that is that after it's all over and everyone in the meeting is agreed that certain rules should be followed that they won't walk out scheming to themselves how they can get around them.

The heads of the big producing companies will be there in person and the exhibitor delegates selected are a fine lot of men. Those from this section of the country are fair-minded and, from what we know of them, they are going into this conference with a sincere purpose of arriving at something really constructive. Despite statements to the contrary, we believe there will be little or no mud-slinging.

This conference marks a turning point in this industry's life. It is a significant event that can only result in the best for all factions of this great business. The code of ethics that will be drawn up will unquestionably be fair for all. But this code will mean nothing unless the pledges made to keep it are kept.

WHILE we are on the subject of the Trade Conference it brings to mind that one of the exhibitor's greatest complaints is made against what is known as block booking. A very interest article on this subjected, quoting Mr. R. H. Cochrane, vice-president of Universal, appears elsewhere in this issue. Mr. Cochrane say that block booking is necessary, that theatre owners know that in buying in block they are buying at wholesale prices and that if block bookings were abolished, "buying would be chaotic as each exhibitor would be bidding against the other for certain pictures."

This topic has been discussed time and again. It seems never to wear itself out, being offered by exhibitors generally as an excuse for their careless over-buying. It is only natural that producers should try to sell all of the pictures that they make and, too, that the purchase in quantity affords a better average price. It would be highly impractical to sell pictures singly—the selling cost would be high, prohibitive in fact, and the exhibitor would have to pay more for pictures bought this way.

Over-buying is an extremely dangerous habit and it cannot be altogether blamed on block buying. It is the result of carelessness. No one producing company can supply the average exhibitor with all the pictures he needs the year around. He should determine early in the season just how many pictures he will require for the year and proceed to obtain just that quantity of the kind that his patrons want. In fact he should really buy a few less than his requirements, leaving enough open time for an occasional special that will come up from time to time.

Buying a block of pictures just to keep a competitor from getting them is poor strategy. Looking over the market and making your choice of what you thing is best and obtaining it at the best possible price is good business. Block booking is a menace only for those who buy unwisely.

R. H. Cochrane Declares Block Booking Is Necessary

Universal Vice-President Says It Is the Best System and Most Exhibitors Like the Method

R. H. Cochrane, vice-president of Universal, states there is nothing wrong about block booking, and that, as a matter of fact, it is the stabilizing factor in the film industry. Mr. Cochrane said:

"It has been said that open booking would permit theatre owners to look at pictures and select the ones they want. It is impossible for any theatre owner to look at the 800 feature pictures released every year and the thousands of short subjects. He doesn't want to.

"Theatre owners know that in buying 'en block' they are buying at wholesale prices and are securing for themselves the right to show the pictures of various dependable producers. That right is valuable, just as is the right to sell any particular brand of clothing."

Mr. Cochrane also declared that only in cities where all the theatres are owned by one man is open booking successful, and that if block bookings were abolished, buying would be chaotic as each exhibitor would be bidding against the other for certain pictures.

Furthermore, he said, all pictures are not sold "en block" giving as proof of this the fact that a good picture plays in about eight or nine thousand theatres while a poor production is shown in only about two or three thousand.

Mr. Cochrane state, too, that one system of selling films could not be used in every case. The arrangements must be made to fit the circumstances. For instance, in many cases, theatre owners divide a block of pictures, a very good plan being for one exhibitor to divide the group of pictures in two parts and give the other film buyer the privilege of selecting either group, thus making it necessary for the one who divides the list to be very careful to make the two parts of equal merit.

"Speedy" Is Title of New Harold Lloyd Film

"Speedy" will be the title of Harold Lloyd's new picture which he is now filming around New York.

Coincident in connection with this title is that for years Lloyd has been called "Speedy" by his intimates.

The title was suggested by S. R. Kent, general manager of Paramount.

"Ben-Hur" Heads 5 Strong Oct. Releases From Metro

Headed by "Ben-Hur," twin brother to "The Big Parade" in the list of world wide road show records it has piled up during the past two years, the release schedule for M-G-M, exclusive of short subjects, for the month of October, presents five unusually strong features.

Pictures to be released, in addition to "Ben-Hur," comprise "Body and Soul," a dramatic thriller with a setting of the Swiss Alps, "In Old Kentucky," a picturization of the famous racing classic, directed by John Stahl, "The Fair Co-ed," Marion Davies' new starring vehicle, and "Spring Fever," starring vehicle for William Haines.

Columbia Buys Option on New "Lone Wolf" Novel

Because of the praise which greeted the showing of "Alias the Lone Wolf" at the New York Hippodrome, where it has just completed a successful week's run, Columbia Pictures has taken an option on the next Louis Joseph Vance novel, now being written around this lovable crook character.

It is the intention of Columbia Pictures to make "The Lone Wolf" pictures an institution with the company and to produce one as a special every year.

"The Garden of Eden" to Have Color Scenes

Corinne Griffith announced recently that for her first independent production, "The Garden of Eden," she will photograph several sequences in color.

Douglas Fairbank's "The Black Pirate" and Irvin Willat's "Wanderers of the Wasteland" are the two best-known full-length color films. Miss Griffith, then, is one of the few major screen actresses to experiment with color in film production. She considers the use of color in "The Garden of Eden" particularly appropriate because it is employed in picturizing highly fantastic dreams.

Universal Has Completed More than 80 Per Cent of Season's Products

Production at Universal City on Universal's line-up of specials and features for 1927-28 is coming up the home stretch, it is reported at the Universal home office. More than eighty per cent of the new season's product has been completed. Production now under way accounts for all the remaining product, with the exception of eight pictures, yet to be put into production.

With the announcement of the advanced stage of Universal production, that company also announces important changes in release dates and a few changes in titles. Changes in release dates affect eight of the important features, including "Buck Privates", "The Small Bachelor," "Alias the Deacon," "The Irresistible Lover," "The Chinese Parrot," "Surrender," "Paris or Bust," formerly known as "The Flying Nut," and "Hot Heels."

The new release dates of these eight pictures are as follows: "The Chinese Parrot," Oct. 23; "The Small Bachelor," Nov. 6; "The Irresistible Lover," Dec. 4; "Paris or Bust," Dec. 25; "Alias the Deacon," Jan. 22; "Buck Privates," Mar. 4; "Surrender," Apr. 22; "Hot Heels," July 22.

The present status of production shows that five of the seven specials have been completed, twenty-one of the thirty-three Big Gun features, two of the four Reginald Denny Productions, and twenty of the twenty-two Western and Thrill features. Of the remaining, two of the specials are now in production, four of the Big Gun pictures, one of the Western features and one Reginald Denny Production. These eight pictures include "The Man who Laughs", "The Cohens and Kellys in Paris," "Finders Keepers," "The Wild West Show," "No. 13 Washington Square," "Thanks for the Buggy Ride," "Good Morning Judge," and a new Ted Wells Western.

Several Universal pictures have been re-titled since the year's line-up was originally announced. As aforementioned, the Glenn Tryon-William Craft feature heretofore called "The Flying Nut" and which is Tryon's follow-up picture after "Painting the Town," is to be released as "Paris or Bust." "Kid Gloves" the Charles Ray-James Gleason picture has been changed, out of deference to another producer, to "The Count of Ten."

Ethics Code To Be Enforced By A Permanent Committee

Federal Trade Commission Decides to Have Tribunal To Insure Observance of Rules Adopted at Parley

Establishment of a permanent committee to enforce observance of the code of ethics outlined at the Trade Practice Conference which opens in New York October 10 is planned by the Federal Trade Commission.

The number of members to serve on the committee has not yet been decided, but the commission has decided definitely that there will be such a tribunal. One of the most important functions of this committee will be to serve as the point of contact between the industry and the government.

The initial meeting of the conference under direction of M. Markham Flannery as the government's representative, will be a general meeting to list the accredited representatives of the two groups—producers and dictributors, and exhibitors. Then Flannery will outline the government's position in reference to a formulation of a code of ethics along the lines of other major industries.

After this meeting the two groups will hold separate meetings to elect chairmen, following which a series of meetings will be held by each group. Flannery will act as a judge ex-officio, and both groups will refer to him questions and problems for his opinion as to the government's attitude. Stenographers will be on hand to take down the minutes of all the meetings of both the distributors and producers, and the exhibitors. These minutes will be exchanged for the perusal of both groups.

Motion Pictures to Teach Surgery Now Become a Reality

Motion pictures to teach surgery and medicine have become a reality, according to an announcement made today by Will H. Hays, president of the Motion Pictures Producers and Distributors of America, Inc. The first two of an extensive series that is being produced by the Eastman Kodak Company for the American College of Surgeons will be shown at the annual meeting of that body in Detroit, October 3 to 7 inclusive.

This series of pictures will be made available, through sale or rental, for doctors, hospitals and nurses throughout the world. Surgeons in out of the way localities may rent pictures showing operations of masters. A plague may threaten an obscure community. Films showing the most modern methods of treatment will be rushed to the scene. A small town hospital wants to give its patients the same treatment that is given in the finest hospitals. Films may be rented that will show in detail the most modern methods.

Russell Holman Names Five Paramounts Doing An Enormous Business

Russell Holman, advertising manager for Paramount-Famous Lasky Corporation, has issued the statement that not only "Beau Geste" is breaking records, but other Paramount productions are doing an enormous business wherever shown. Pictures referred to by Mr. Holman include "Way of All Flesh," one of the screen's best productions in which the superb acting of Emil Jannings is outstanding; "Underworld," the "different" crook story which has been going over with a bang; "Hula," one of Clara Bow's best, and "Metropolis," noted for its remarkable photography and direction.

Columbia to Star Jack Holt in "The Tigress"

The plum which induced Jack Holt to ignore the offers made him by other companies and sign up with Columbia pictures, was made public today with the announcement that his first starring vehicle will be "The Tigress," a romantic love story set against the fiery and colorful background of the Spanish Sierra Nevadas.

As the swashbuckling Spanish nobleman, who is the hero of "The Tigress," Mr. Holt will have a role entirely different not only from his past-year cowboy interpretations, but also from any of the varied characterizations he has given in his long career. It is a role which will give him full scope for romantic portrayals as well as for a display of his horsemanship.

Woodhull Receives Wire From St. Louis Asking National Aid

National President R. F. Woodhull of the Motion Picture Theatre Owners of America is in receipt of an urgent appeal for aid from National Director Fred Wehrenberg of St. Louis for those who are suffering keenly as a result of the devastation caused by the recent cyclone. Mr. Wehrenberg is also president of the Motion Picture theatre Owners of Eastern Missouri and Southern Illinois.

The telegram from Mr. Wehrenberg follows:

"Situation in St. Louis resulting from tornado is desperate stop Exhibitors organization and Film Board of Trade here are working on plans to raise funds through benefit performances in all theatres in this territory and mammoth benefit in St. Louis. We believe this relief work should be national in scope and ask that you communicate with other exhibitor organizations stop Film Board of Trade has taken matter of furnishing gratis film for all benefits up with C. C. Pettijohn, general counsel and we would ask that you get in touch with him so that plans can be perfected nationally stop Many theatres have suffered total loss and the desolation and devastation are beyond conception the people will need millions to repair damage and property stop This organization and the Film Board of Trade are ready to do everything possible to show the way to helping in this cause and we know we are not asking in vain when we request brother exhibitors the country over to do likewise."

Mr. Woodhull earnestly urges all theatre owners to give heed to the appeal made by Mr. Wehrenberg as the situation in St. Louis in pitiable and needs immediate attention. Everyone knows of the hospitality of the St. Louis people. They are never found wanting when duty calls. Now in the hour of their distress the public generally, and theatre owners especially, should help them as quickly and generously as possible.

"A Reno Divorce" is Title For "Roulette"

"A Reno Divorce" has been decided upon as the definite title for Warner Brothers' picture heretofore known as "Roulette" and recently completed on the coast with May McAvoy as its star. The production was written and directed by Ralph Graves who also acted in the capacity of Miss McAvoy's leading man.

"A Reno Divorce" will be an October release from Warner Brothers. Besides May McAvoy and Ralph Graves, its cast features Hedda Hopper, Robert Ober, William Demarest and Edward Davis.

H. B. Frank, Macomb, Ill., Tells Of The Old Days

Illinois Exhibitor Joins Old Timers Club and Describes Problems of the Pioneer Showman.

H. B. Frank, owner of the Royal Theatre, Macomb, Ill., is the newest member of the Old-Timers Club. Mr. Frank started in the business 24 years ago and is a true pioneer of the industry. Let's let the new member tell about it himself.

"I was in the picture business long before they ever thought of a two-reel feature," says Mr. Frank, "when a half-reel comedy and a half-reel scenic made up your program, and there were no posters, no photos, or anything else. I can remember when the patrons pushed the folding chairs all over the floor after every show. I operated the machine when one had to stop the projector to put the picture in frame; in fact, in those days an operator could use six hands and then he would not have enough.

"I used to put films in my mouth to cut it, then lay it on the bench, put a brick on one end to hold it down while I made a patch, and believe me, we had plenty in those days. There were no magazines and the film would drop into a sack and one had to look for the other end when he had finished the reel. We got light as best as we could. I would like to ask some of these high-priced projectionists, as they call themselves, to go through some of the things we old timers had to go through. I don't believe they would know where to start.

"I remember my first experience at operating. I fired the operator right in the middle of a reel and that's how I learned how to run a machine. Believe me, I shook like a man who had been drinking some of this home brew, only worse. I started the first show in Macomb over 24 years ago. I was out of business two years, and like all the rest of the "nuts" I got crazy to get back in.

"Things are different now. In the old days we ran our own business; now the producers, film boards, and the Hon. Will Hays tell you what to do."

There's Mr. Frank's story—and he says he'll stick to it. Come on, you Old-Timers. Let's hear from more of you. No doubt you enjoyed Mr. Frank's story, and there are thousands who would enjoy yours.

Norma Shearer Marries Thalberg, M-G-M Executive

Miss Norma Shearer became Mrs. Irving Thalberg on September 29 when the noted Metro-Goldwyn-Mayer star married the M-G-M executive. The ceremony was solemnized at Mr. Thalberg's Santa Monica home. Louis B. Mayer, vice-president of M-G-M, acted as best man.

In the filing for a licence, Miss Shearer gave her age as 23, while Thalberg stated he was 28.

Title Changes

"You Will Marry Me," Clara Bow, Paramount, changed to "Get Your Man." "The Flying Nut," Glen Tryon, Universal, changed to "Paris or Bust." "Mile-a-Minute Love," Reginald Denny, Universal, changed to "That's My Daddy."

Injunction Granted F. N. Keeping M-G-M From Filming "Miracle"

On petition of First National, temporary injunction has been granted restraining Metro-Goldwyn-Mayer from producing "The Miracle" pending trial of a suit to decide claims to screen rights. The injunction will become effective upon filing of a $50,000 bond by First National.

However, the court will appoint a referee to hear evidence in the case immediately if M-G-M so stipulates in writing within five days of the publication of the injunction decision.

Dispute over the rights started last winter when First National and Al H. Woods announced closing of negotiations. Woods then stated his ownership was established several years ago when he purchased the holdings from Joseph Menchen who produced the first picture in Vienna in 1912, and that he had sold the rights to First National. Then First National claims it endeavored to get Menchen to consent to an early trial before a referee, but that he refused, following which the motion for an injunction was brought.

Wow! What a Picture!

Read the Good News in *"Variety"* September 14th

"THE CRUISE OF THE HELLION"

"A touchdown for Rayart. As fine an independent as ordinarily encountered in a year's unreeling. That it should satisfy practically anywhere seems certain and, by the same token, that it should make money for producer, distributor and exhibitor seems in the bag.

It's a sea story with all the reliable stock in trade about hairy-chested brutes and black mutiny on a three-master.

Tom Santschi is the brute—a whole waterfront of big muscles and bad disposition all in himself. With a realism that makes for awe, he beats Donald Keith, not once but many times, until it would seem the younger and smaller actor was black and blue. This fight stuff is great. When the kid finally k. o.'s the big bruiser, it creates a scene packed with gallery and kid appeal.

The captain of the ship is quite a tough hombre himself when nursing an alcoholic edge. The kid has to fight him as well as the bullying first mate. In the struggle for a pistol the first mate plugs the captain from ambush, and the kid thinks he did it.

Ship is carrying gold. The kid, the girl and Peg-Leg, the sympathetic old salt, throw it overboard. But their ruse is discovered and the kid is forced to don a diving suit and go after the chest. The first mate frames for his henchman, who also goes down in a diving suit to bump off the kid, once the gold is found on the ocean's bed. Lots of good melodrama in this sequence.

Francis Ford, usually a director, returns temporarily to the grease-paint to give a well-pointed interpretation of the one-legged old jack tar. Edna Murphy is her usual vivacious blonde self."

Just Another Proof that Rayart has the Pictures this Year

It's One Of Rayart's Unbeatable Eighteen
The First Independent Picture Booked Into LOEW'S STATE, Newark, N. J., For a Week's Run in the Last Year
Distributed Locally By
SECURITY PICTURES CO.,
OMAHA, NEBR.

PICTURE NEWS *Told in Pictures*

Ruth Lee Taylor, who has been chosen for the role of Lorelei in "Gentlemen Prefer Blondes," is currently appearing in Mack Sennett Pathe comedies.

Lupino Lane (right) and his brother, Wallace Lupino, doing their stuff during the filming of "A Half-Pint Hero," one of the recent Educational releases.

Interesting episodes from F B O's "Tarzan and the Golden Lion," the screen version of a story by Edgar Rice Burroughs.

A "happy-ever-after" scene from "Alias the Lone Wolf," Columbia Pictures' sequel to the other "Lone Wolf" stories by Louis Joseph Vance. Bert Lytell and Lois Wilson are featured. Edward H. Griffith directed.

N-E-W-S B-R-I-E-F-S

The world's record for long titles goes to Douglas Fairbanks, judging from the title just announced for his new picture which was produced under the working title of "The Gaucho." The new title for this feature, according to an announcement just issued from the Fairbanks company, is "Douglas Fairbanks as the Gaucho in Over the Andes."

* * *

Don Eddy, well known publicity man who has been keeping the world informed about Harry Langdon, has been made general manager of the Harry Langdon Corp.

* * *

Leo M. Carey, comedy director for Hal Roach during the past four years, has been made supervising director of the Roach studios.

* * *

F B O sent a squad of cameramen to take scenes of the American Legion events in Paris. These scenes will be used in the production, "A Legionnaire in Paris," which will star Al Cooke and Kit Guard.

* * *

Robert Hurel has taken the initial steps in the founding of a Hollywood in Paris. As president of the Franco-Film he has purchased the Rex Ingram studios.

* * *

There are rumors circulating in Hollywood that Charles Ray will desert the screen to accept an attractive stage offer from a prominent eastern producer. The report says that Ray will play the leading role in a comedy which fits his personality.

* * *

Marceline Day has been chosen for the feminine lead opposite Lon Chaney in his next starring picture for M-G-M. The title will be "The Big City."

* * *

Belle Bennett has been signed by Tiffany for the lead in "Wild Geese."

* * *

Aston Stevens, dramatic editor of the Chicago Herald and Examiner, favors the idea of showing newsreels between the acts of legitimate shows. As yet no theatre has inaugurated the plan, but it is believed by authorities that the time will come soon when most theatres will fill the gap between acts with news shots.

Barrett Kiesling, personal representative for De Mille for the past seven years, is now on the payroll of Sam Goldwyn.

* * *

Mack Sennett, who took up the megaphone to direct a picture when his director took sick, likes the old job so well that he has decided to personally direct two more feature comedies during the year.

* * *

A negro film company is planning to produce a news reel exclusively for negro theatres. The company will make 12 comedies, six features, and 26 issues of the news.

* * *

Monty Banks will finance his own productions in the future. They will be released, as usual, through Pathe. Monty has finished "Flying Luck."

* * *

Harold Lloyd has been confined to his bed in New York with a fever and a severe cold. Production on his newest comedy is being held up until his return. The exteriors of the picture are being made in and near New York.

* * *

George K. Spoor has decided to refrain from producing "The Flagmaker" in third dimension. Believing that third dimension is too valuable to waste on a mediocre story, Spoor expresses himself as being willing to forget the $150,000 already spent on the production in order to find a more suitable story. Spoor has been working on the invention for about 12 years.

* * *

The popularity of the baseball pictures which made their debut last spring has brought about a deluge of production dealing with the American sport which will greet the fans and patrons next spring. There are eight baseball stories in the process of production and several are finished and are awaiting next year's baseball season. Paramount, Metro-Goldwyn, First National, F B O, Fox, Warner Brothers and De Mille will present stories of the diamond.

* * *

Marion Davies gave a tea in honor of Col. Lindbergh when the famous flyer visited Los Angeles recently.

Adolph Menjou's next for Paramount will be "The Beauty Doctor."

* * *

Merwyn Le Roy, the youngest director in the industry, has been assigned his second picture for First National. It will be entitled "No Place to Go."

* * *

Universal is considering the acquisition of the book publishing rights to the Arthur Somers Roche serial that recently appeared in the Red Book magazine. The plan is to launch a special edition of the book simultaneously with the picture's release.

* * *

Lewis Stone is going in for free-lancing. Upon his completion of "Helen of Troy" Stone will go to Universal for an Algerian desert story.

* * *

President and Mrs. Coolidge attended the opening of the new Fox Theatre in Washington. Consuls, ambassadors, foreign ministers, and Congressmen were in attendance.

* * *

Archduke Leopold of Austria has accepted the role of chief of detectives in a forthcoming Tiffany picture, "Night Life."

* * *

"Ben-Hur" heads the release schedule for M-G-M for the month of October. Other pictures for the month are "Body and Soul," "In Old Kentucky," "The Fair Co-ed," and "Spring Fever."

* * *

When the ship bearing the Paramount News pictures of the American Legion parade in Paris was 100 miles from the shore of the United States, it was met by an airplane which transported the film to New York, thus making it possible for the news item to be shown on the screen a full day before the steamer that brought them could arrive in the harbor. This is said to have been the fastest trans-Atlantic shipment ever made.

* * *

Joseph Schenck has purchased West Coast's interest in Grauman's Chinese Theatre in Hollywood. This gives Schenck and United Artists a two-thirds interest in the house with Grauman owning the remaining one-third.

Security Pictures Co. Is New Independent Exchange in Omaha

Security Pictures Corporation is the name of a new independent exchange opened in Omaha. Security makes its bow to the exhibitors of Iowa and Nebraska with an outstanding group of 18 melodramas, 12 westerns and a varied lined of short subjects.

Their first release is "The Cruise of the Hellion," a production which has received very favorable trade paper reviews. One writer calls it "a picture of top rating, a sea story that is thrilling, well acted, well directed and fit for the best theatres."

Other pictures to be distributed by Security are "Casey Jones", cast not yet announced, "Law and the Man," with Dorothy Phillips, "Million Dollar Mystery," with James Kirkwood and Lila Lee, and "The Silent Hero," featuring Robert Frazer, Edna Murphy and the well-known dog Napoleon Bonaparte.

The westerns will star Tex Maynard who is said to very closely resemble his brother Ken. The first of these will be "Gun Hand Harrison."

Film Bowling League Holds Opening Games

The Bowling League has held its first games at the Elks club alleys. The games will be held every Monday night until they are completed.

Following are the results of the first nights matches:

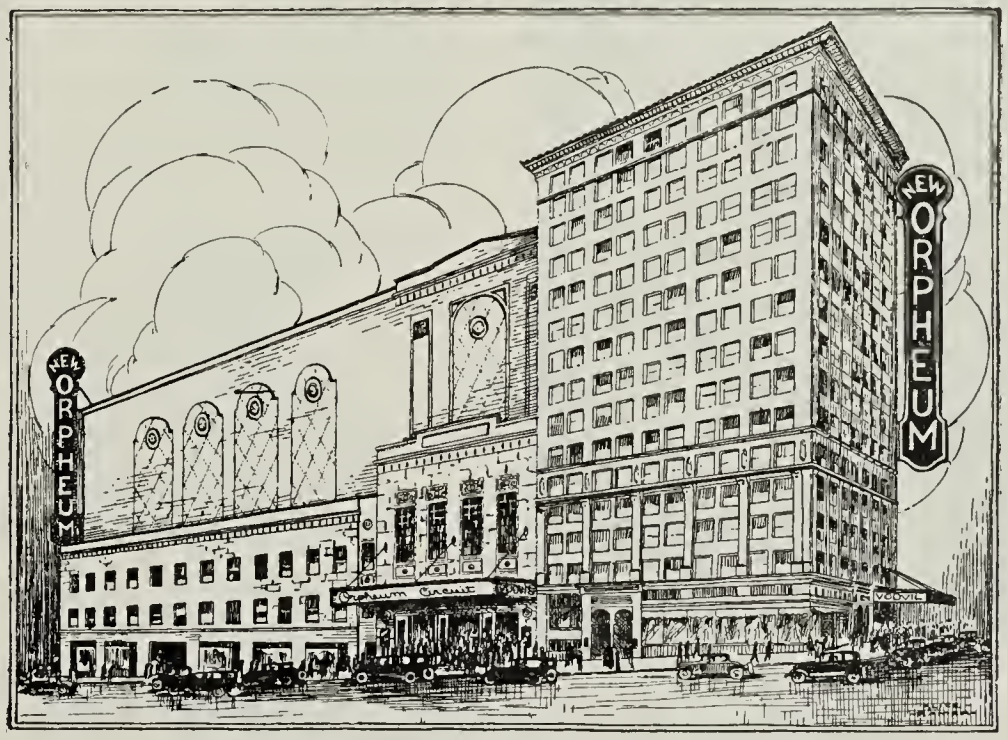
	1st	2nd	3rd	Total
PARAMOUNT				
Mitchell	131	87	178	396
Malchon	78	110	133	321
Fischer	100	86	129	315
Howell	139	149	160	448
Straw	125	125	125	375
METRO-GOLDWYN				
Fancman	118	165	124	407
Trent	158	190	131	479
Harms	138	157	143	438
Friedel	162	140	131	433
Hensler	199	231	183	613
PATHE				
Branson	123	92	165	380
Danke	156	160	138	454
Bierman	155	173	139	467
Straw	125	125	125	375
Straw	125	125	125	375
F B O—LIBERTY—WARNER				
Doherty	137	162	116	415
Fitch	115	159	155	429
P. Monsky	161	156	142	459
McCool	77	102	149	328
Comer	169	188	210	557
UNIVERSAL—BLIZZARD FAN				
Morrison	119	154	156	428
M. Monsky	123	129	159	411
Strickland	146	167	153	466
Nedley	82	139	95	316
Straw	125	125	125	375
UNITED ARTIST—FIRST NATIONAL				
McLucas	129	192	143	414
Von Dollen	129	122	129	380
Mendelson	140	158	151	449
Diamond	116	111	92	319
Straw	125	125	125	375

Omaha Orpheum Theatre to Have Opening October 9

Policy of Vaudeville and Feature Pictures To Be Inaugurated at the New $2,000,000 House

Omaha's magnificient $2,000,000 new Orpheum was expected to open Sunday afternoon, October 9, at 1 o'clock.

"The new Orpheum is the gift of the Orpheum Circuit to the people of Omaha and vicinity," said Manager William Hartung. "It is theirs to enjoy. Therefore everyone will be given the same chance to inspect their splendid new playhouse when the doors open Sunday afternoon for the first performance."



OMAHA'S NEW ORPHEUM THEATRE

Under the new policy Orpheum Circuit vaudeville will be augmented by the best feature photoplays. The Orpheum is also inaugurating in its new theatre a change of policy on Sundays and holidays and a reduction in prices.

No seats are to be reserved on Sundays and holidays. Performances on these days will be continuous, from 1:00 to 11:30 p. m., with vaudeville at 2:30, 6:00 and 8:30 p. m. and the feature photoplay preceding and following each of the vaudeville shows. This new policy will be in effect on the opening day, with no increase in prices. Every seat in the theatre is 50 cents until four o'clock. After that hour the lower floor and mezzanine are 75 cents and the balcony 50 cents.

From Monday to Saturday inclusive the doors will open at 1:00 p. m. and 7:00 p. m. and two vaudeville shows will be presented daily, vaudeville performances starting at 2:30 and 8:30 p. m.

The photoplay precedes and follows the vaudeville at all performances. Evening prices on week days are 75 and 50 cents and matinees, 40 and 25 cents.

Pierce, Neb.—Eric Wesselman, manager of the Strand Theatre here, is making several improvements in his show house. He has installed a basement and will put in a hot air furnace. He is buying a new picture machine, putting in new lights and a new screen.

DAN DESDUNES
ENTERTAINERS
Will Draw the People and Please Them After They Come
2516 BURDETTE ST.
OMAHA, NEBR.

West Side House Remodeled

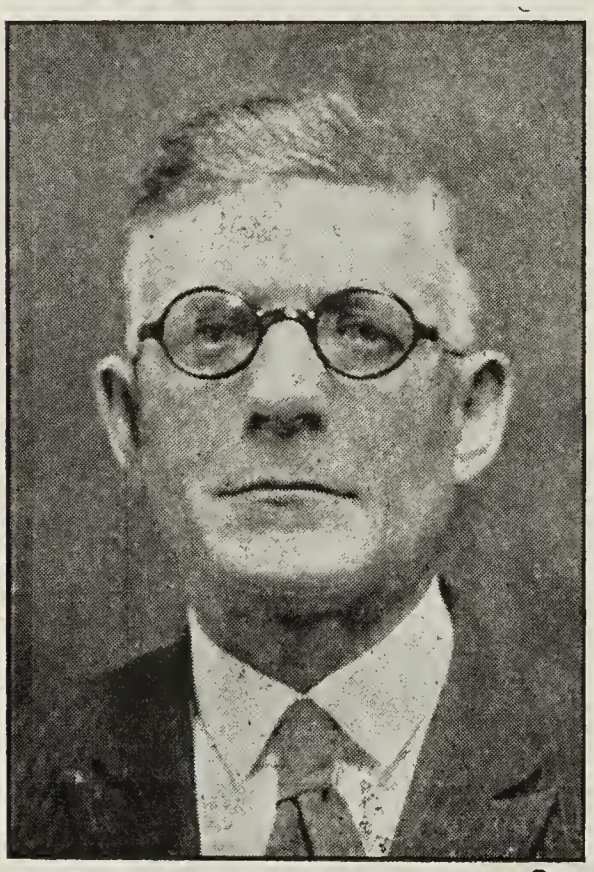
The theatre at West Side, Iowa, the Gem, of which G. O. Steinhauer is the manager, has been remodeled. The floor of the theatre has been lowered to the level of the outside street and the theatre building has also been made wider. The theatre reopened for business last week.

Nelson, Neb.—I. R. Adams has closed a deal whereby he disposed of the Rialto Theatre to E. L. Currier. Mr. Currier is making some substantial improvement to the play house.

Wintroub Announces Releasing of Certain Tiffany Productions

The Tiffany pictures "Lightning," "College Days," "Enchanted Island," "Snowbound" and "Wild Geese" are to be distributed in Iowa and Nebraska only by Tiffany Productions according to a statement issued by Max Wintroub.

"Contrary to reports being circulated," said Mr. Wintroub, "these Tiffanys will be controlled only by my organization.



MAX WINTROUB

"All requests for bookings of these pictures and correspondence relating therefore are to be directed only to Tiffany Productions, at 1506 Davenport, Omaha. I take this opportunity of informing the trade that prints of our special production "Lightning" have been received. At a special screening for first run exhibitors, the attraction was conceded to be of outstanding calibre. The picture will surely be one of the big money-makers of the year.

"In addition to a remarkable cast, the title and author mean that we have a 'natural' for every box-office."

S. Brown Buys Square and Empire, Ottumwa

Ottumwa, Ia., recently had a change in theatre management when the Square and the Empire Theatres which had previously been owned by the Circle Amusement Company were bought by S. Brown who is a new man in the theatre game in this territory. The Circle Amusement Company was under the direction of Jake Cohen, film salesman.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING OCTOBER 1

MOON

Nomads of the North, Lon Chaney.
Distributed by Columbia.
BUSINESS: Very good.
AUDIENCE REACTION: Highly favorable.
HIGHLIGHTS: Forest fires, wild animals.
THEME: A picture of the north dealing with the struggle of three men for one woman.
SUMMARY: A very good picture.
ENTERTAINMENT MERITS: 80 per cent.

WORLD

Mother, Belle Bennett.
Distributed by F B O.
BUSINESS: Good.
AUDIENCE REACTION: Favorable.
HIGHLIGHTS: A wreck.
THEME: A story of parental sacrifice.
ENTERTAINMENT MERITS: 75 per cent.
SHORT SUBJECTS: M-G-M News.

RIVIERA

The Stolen Bride, Billie Dove.
Distributed by First National.
BUSINESS: Good.
AUDIENCE REACTION: Enjoyed picture.
HIGHLIGHTS: The bride's escape with her lover.
THEME: A countess betrothed to an officer in the Hungarian army is stolen from the altar by her lover, a dashing young orderly to the groom elect.
SUMMARY: Very pleasing picture and an excellent box-office attraction.
ENTERTAINMENT MERITS: 85 per cent.

RIALTO

Painting the Town, Patsy Ruth Miller, Glen Tryon.
Distributed by Universal.
BUSINESS: Fair.
AUDIENCE REACTION: Mildly entertained.
HIGHLIGHTS: Demonstration of quick-stop auto invention, comedy moments.
THEME: Small town boy crashes Broadway with a score of trick inventions and establishes himself in the good graces of a Follies girl.
ENTERTAINMENT MERITS: 80 per cent.

AT DES MOINES THEATRES WEEK ENDING OCTOBER 1

STRAND

One Woman to Another, Florence Vidor.
Distributed by Paramount.
AUDIENCE REACTION: Not especially enthused.
BUSINESS: Fair.
HIGHLIGHTS: Comedy moments, acting of Miss Vidor.
THEME: A young lady's fiance is almost vamped away but she wins him back by getting herself into a compromising situation.
SUMMARY: Just a program picture.
ENTERTAINMENT MERITS: 75 per cent.

CAPITOL

The Poor Nut, Jack Mulhall.
Distributed by First National.
BUSINESS: Good.
AUDIENCE REACTION: Divided opinion.
HIGHLIGHTS: Comedy situations.
THEME: College story in which the campus boob, awakened by a fair co-ed, becomes a hero.
SUMMARY: Those who liked it thought it a scream. Those who didn't thought it very silly. Strong opinion both ways.
ENTERTAINMENT MERITS: 80 per cent.

DES MOINES

The Rough Riders, Frank Hooper, Noah Beery.
Distributed by Paramount.
BUSINESS: Moderately good.
AUDIENCE REACTION: Very favorable.
HIGHLIGHTS: Roosevelt theme.
THEME: Story of Roosevelt's Rough Riders in the Spanish American war.
SUMMARY: Wet weather caused a slump for this feature which should have gone well.
ENTERTAINMENT MERITS: 90 per cent.

STRAND

The Life of Riley, Charlie Murray, George Sidney.
Distributed by First National.
BUSINESS: Good.
AUDIENCE REACTION: Enjoyed comedy.
HIGHLIGHTS: Comedy moments.
THEME: Conflicting affections of fire chief and police chief for fair widow. Many funny situations and clever subtitles.
SUMMARY: Excellent attraction.
ENTERTAINMENT MERITS: 85 per cent.

A Box-Office Natural

TIFFANY *presents*

"Lightning"

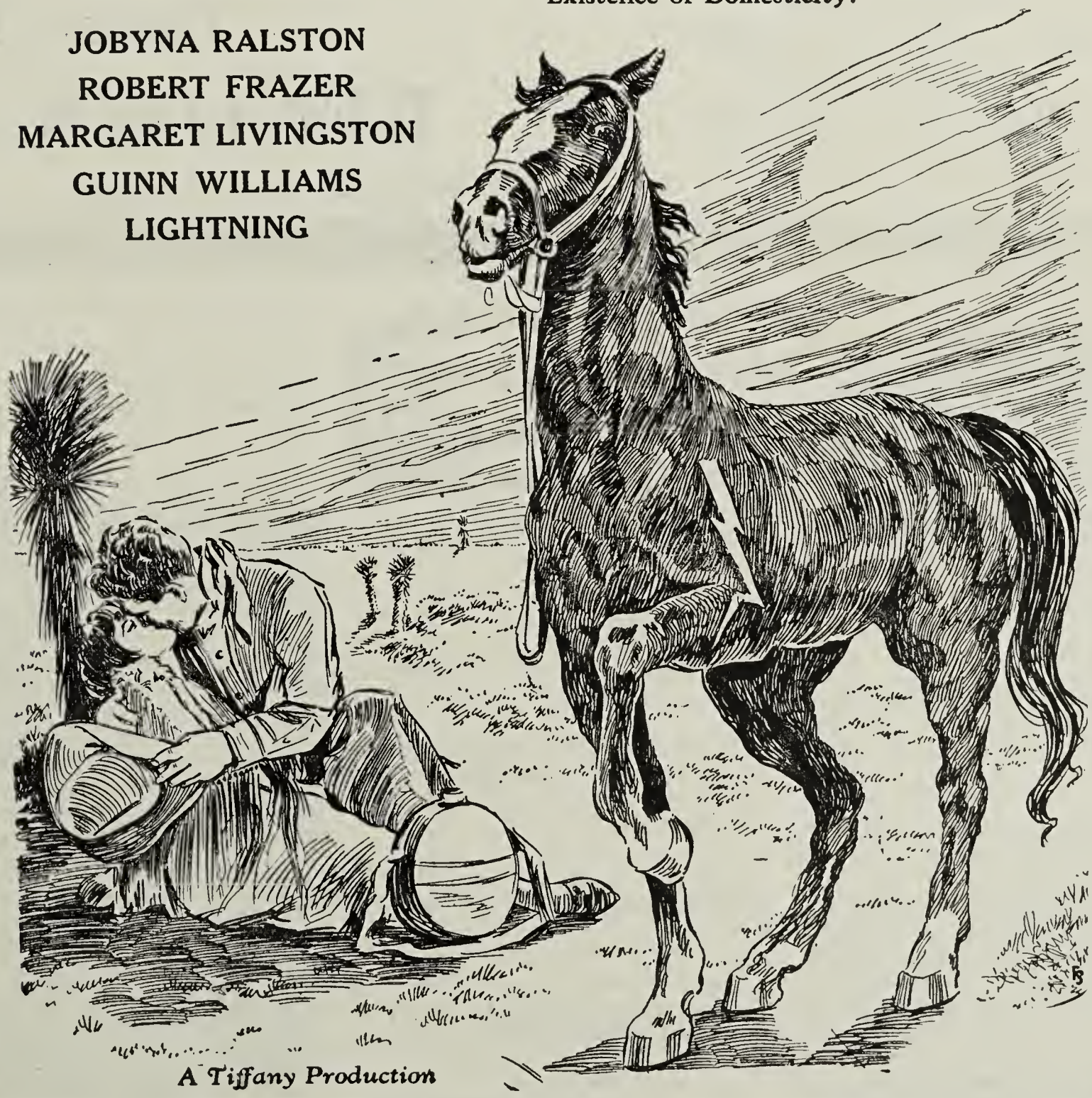
By Zane Grey

A STIRRING ZANE GREY DRAMA
OF THE GREAT OUTDOORS

Lightning, a Magnificent, Fiery Stallion, Leader of a Herd of Wild Horses, Fights His Enemy Man, Until He Seeks His Mate, And Succumbs to the Humdrum Existence of Domesticity.

With a Great Cast:

JOBYNA RALSTON
ROBERT FRAZER
MARGARET LIVINGSTON
GUINN WILLIAMS
LIGHTNING



A Tiffany Production

1506 Davenport Street

Booking Only Thru **TIFFANY PRODUCTIONS**

Omaha, Nebraska

THE YOUNGEST BUT THE MOST PROGRESSIVE NATIONAL ORGANIZATION IN THE BUSINESS

RENOWN PI

TAKE PLEASURE IN ANNOUNCING
BRANCH OFFICE SERVING THE E
NEBRASKA TERRIT

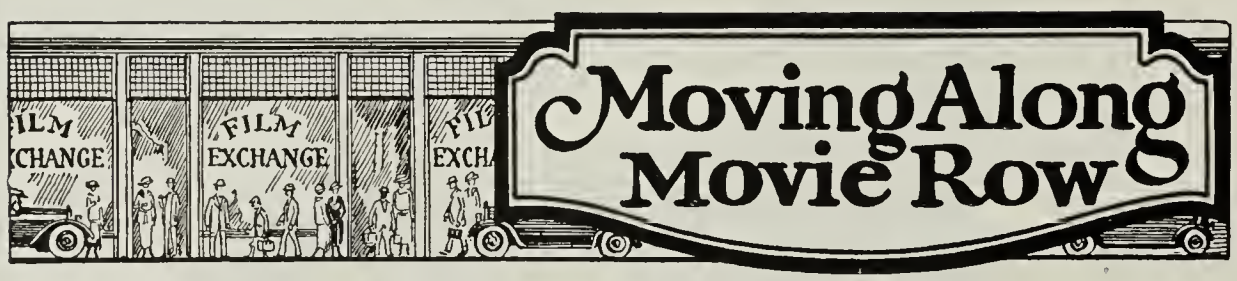
TIFFANY PR

THE GRAIN OF DUST
BACHELOR APARTMENTS
STREETS OF SHANGHAI
LINGERIE
THEIR HOUR
THE ALBANY NIGHT BOAT
WOMEN'S WARES
THE TRAGEDY OF YOUTH
TIA JUANA ROSE
LADIES OF THE NIGHT CLUB
THE HOUSE OF SCANDAL
BEAUTIFUL BUT DUMB

20 Tiffany Gems 4
30 Colo
—SINGLE REELS I
Later ~ Third Di

RENOWN PICTU

H. F. LEFHOLTZ, Resident Manager TEL—ATLA



S. A. Matson, booker for Fox, is on the road checking.

* * *

Joe Smith of the Royal Theatre at Sioux City was in Omaha for a few days last week.

* * *

Harry Melcher's Stutz suffered some badly bent fenders when it collided with a Hupmobile the other day in Council Bluffs.

* * *

Walter Woltz of Jefferson, Ia., plans to open a new theatre there soon.

* * *

The fair sex along Movie Row decided to organize a bowling league, and held a meeting Friday to make plans. It was decided to start at once and the other four alleys at the Elks Club were reserved.

* * *

Mr. Mache of the Sterling Theatre at Vail, Ia., was in Omaha last week.

E. R. Neu will operate the new Earle Theatre at Carol, Ia., beginning October 11.

* * *

Carl Krumeri, formerly of the National Theatre Supply Co. at Omaha is now with the E. E. Fulton Theatre Supply Co. at Chicago.

* * *

E. I. Newman, formerly of the engineering department of the National Theatre Supply Co., is now located in the Iowa territory.

* * *

Howard Colon of the Colonial Theatre at Hamburg, Ia., was in Omaha Friday.

* * *

We understand that some of the First National salesmen enjoyed a jolly good time at a popcorn festival at North Loup recently.

* * *

W. O. Douglas of the Strand Theatre at Newman Grove, Nebr., was in Omaha last week.

* * *

Brooks Tilsworth, former salesman, has bought the Swan Theatre at Villisca, Iowa.

* * *

Mrs. W. H. Cruikshank of the Diamond Theatre at Wakefield, Nebr., visited Omaha last week.

* * *

Miss McGuire, cashier at Universal, left on a two week's vacation today.

Audrey Lytell in Omaha

Audrey Lytell, secretary and treasurer of the Des Moines Film Board of Trade, temporarily, is now in Omaha to aid with the work of the Omaha office. Miss Lytell spends alternate weeks with the Des Moines office and the Omaha branch since at each office new secretaries are taking over the work of the Board. Miss Leone Mathews, formerly with the A. H. Blank organization, is working into the place here, while at the Omaha exchange, Miss Rosamond Foley is taking charge of the office as successor to Miss Clare Foley who has been transferred to the office at Pittsburg. Miss Lytell expects to be at the Des Moines office only a week or so more.

TURES, Inc.

HE OPENING OF THEIR OMAHA
HIBITORS IN THE IOWA AND
RY WITH 1927-28

PICTURE FOR PICTURE
The Most Consistent Program
On the Market
MAKE US PROVE IT

ODUCTIONS

Jack London Stories

Classics

TECHNICOLOR—

ension Pictures

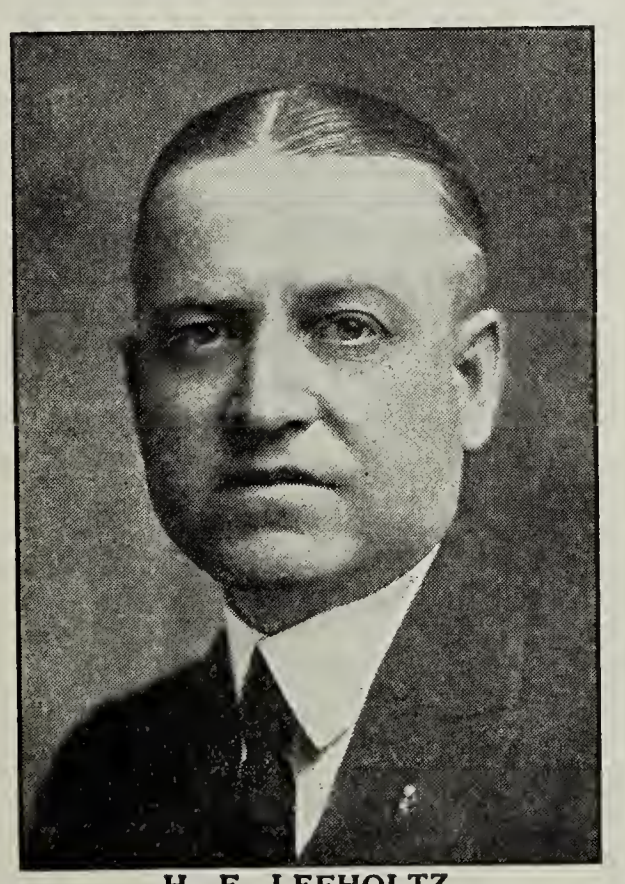
RES, Incorporated

THE SCARLET DOVE
THE GIRL FROM GAY PAREE
DOMESTIC RELATIONS
NIGHT LIFE
A WOMAN OF THE WORLD
GREEN GRASS WIDOWS
ONCE AND FOREVER
CLOTHES MAKE THE WOMAN
—Jack London Stories—
THE GHOST SHIP
STORMY WATERS
THE DEVIL SKIPPER
SEA PROWLERS

TIC 4150 1516 DAVENPORT ST. OMAHA

Renown to Distribute 1927-28 Tiffany Films

Renown Pictures, Inc., which recently opened their Omaha branch with H. F. Lefholtz in charge, is the distributor of 1927-28 Tiffany productions consisting



H. F. LEFHOLTZ

of 20 Tiffany Gems, four Jack London stories, and 30 single-reel Color Classics, the latter being all in Technicolor.

Mr. Lefholtz was manager at the Omaha office of Universal for several years.

CURRENT RELEASES

Week of October 9, 1927

EDUCATIONAL

Eats For Two, Phil Dunham, (2)..
Kilties, Dorothy Devore, (2).

F B O

Ranger of the North, Ranger, (6).
The Beloved Rouge, Beauty Parlor, (2).
Newslaff, No. 4, (1).

FIRST NATIONAL

American Beauty, Billie Dove, (7).

FOX

East Side, West Side, Star Cast, (7).
St. Elmo, John Gilbert, (7).
Her Blue Black Eyes, Imperial Comedy, (2).

METRO-GOLDWYN

Ben Hur, (11).
Dog Days, Oddity, (1).
The Second Hundred Years, (2).

PARAMOUNT

The Way of all Flesh, Emil Jannings, (7).
Hot Papa, Jack Duffy, (2).

PATHE

Hawk of the Hills, No. 7, (2).
All Bull and a Yard Wide, Aesops Fables, (1).
The Wreck of the Hesperus, Virginia Bradford, (7).
Now I'll Tell One, Charlie Chase, (2).
Ride 'Em High, Buddy Roosevelt, (5).

UNIVERSAL

Cheating Cheaters, Betty Compson, (6).
Saxophobia, Arthur Lake, (1).
Buster's Home Life, (2).
Dangerous Double, Bob Curwood, (2).

Neu Theatre at Carroll to Open Soon

The Neu Theatre at Carroll, Iowa, will have its opening soon. The theatre will be in opposition to the house which Joe Staak has operated here for several years. E. N. Neu, who is the head of this new theatre enterprise is remodelling a building previously used for a business house to make place for the Neu Theatre which will be an 800 seat house and one with the newest in theatre equipment. It is probable that the theatre will not be ready to operate until the first of the new year.

Construction Under Way On Cedar Rapids House

The new theatre at Cedar Rapids which is to be a $500,000 construction far surpassing any other theatre in Iowa will be under the management of the A. H. Blank organization and will be made one of the Publix houses in the A. H. Blank Publix group. The theatre will not be scheduled for opening until the first of March. The building is now under construction and the contractors for the heating, refrigeration and so forth were in Des Moines last week to confer with Mr. Blank on the plans for the theatre. The man to be placed in charge of the house has not been announced.

E. R. Smith Starts Chain Of Polka Dot Theatres

E. P. Smith, prominent Iowa exhibitor and executive secretary of the Iowa Theatre Owners Association, has started on a chain store idea of theatre operation and will take charge of a group of theatres, each of which will be known as the Polka Dot Theatre. The first of these houses is the Polka Dot Theatre at Fort Dodge which Mr. Smith recently purchased from the A. H. Blank organization after he had sold his house at Newton, the Strand, to Stern Brothers of Omaha.

The first of the Polka Dot Group is now being remodeled and will not be ready to open for several weeks. The seating plan if the house is being changed a little and Mr. Smith last week contracted for 75 new seats for the house.

Mr. Smith has been prominent for years in the work of the Iowa Theatre Owners Association and for several years has held his present position of executive secretary. He has many friends to wish him well in his new enterprise.

F. M. Honey has bought a new Reproduco organ for his theatre at Bearsley, Iowa. The organ was installed last week.

BRIGHT BITS *and* NEWSY NOTES

Mrs. Jones has bought the theatre at Lisbon, Iowa. This house was owned by H. S. Hull.

* * *

There has been a change of ownership at Earlville where the Crystal Theatre which has been under the operation of the E. and I. Theatre Company was bought by H. S. Holscher.

* * *

Miss Cecila Hughes, of the Des Moines Universal office, was one of the prettiest brides Film Row has ever seen when she became Mrs. Irwin Davis last week. Mrs. Davis returned to work at the Universal office after a short wedding trip.

* * *

Frank Crawford returned to the office of Universal last week when he joined the sales staff of that organization. He will take Zone D, which was previously covered by G. E. Fry, who has been transferred to the Omaha branch.

* * *

The Opera House at Rowan, Iowa is now being operated by Coburn & Ziska. Mr. Ziska who will have the management of the theatre announces that the theatre will have a change of pictures three times a week.

* * *

Two new machines and two generators were bought by A. J. Debolt of the Strand Theatre at Cedar Rapids in new equipment for his theatre. The equipment was installed by the members of the Des Moines office of the National Theatre Supply Company.

* * *

M. L. Dixon of Mt. Pleasant who has been spending his vacation abroad returned to his theatre duties this week. He says that he had a wonderful time and returned to find his theatre had been ably taken care of during his absence. He says he especially enjoyed Paris.

Jess Day, manager of the Strand Theatre, Des Moines, is the proud father of a little girl born last week. Mother and baby are doing just fine. Mr. Day now has a boy and two girls. He is manager of the Strand for the A. H. Blank organization.

* * *

Visitors in Movie Row last week were Mr. Simpson of Sigourney, Mr. Mathews of Elmore, Minn, who has theatres at Lakota and Buffalo Center; George Schwenneker of Guthrie Center; Mrs. Watson of Knoxville and Frank Wewerka of Osage. * * *

The opening date of the Polka Dot Theatre at Fort Dodge which was bought from A. H. Blank by E. P. Smith, who formerly had the Strand Theatre at Newton, has not yet been definitely set. The theatre is being re-decorated and among other equipment which Mr. Smith added to the booth were two new amplifiers. It is probable that the theatre will be ready for its opening this week.

New Waterloo House Spends $12,000 on Stage

Complete stage equipment and draperies were sold by the National Theatre Supply Company of the Des Moines office to the new theatre which the A. H. Blank organization is opening soon at Waterloo, Iowa. The stage equipment was purchased at a cost of $12,000. Mr. Landis of the drapery department of the Chicago office of the theatre supply company came to Des Moines to confer with Mr. Blank last week.

The Waterloo house is to be known as the Riviera and will open about the middle of December.

Exhibitors:—

Send in Your Short Subject Box Office Reports. . . .

Five Years Ago

Taken From the Files of Movie Age, September 15, 1922.

After a long fight, Benjamin Harding, manager of the Liberty Theatre, Council Bluffs, Ia., succeeded this week in having the president of the Omaha Operators' union sentenced to 60 days in jail for placing stink bombs and committing numerous other petty offenses.

* * *

Al Pramer, president of the M. P. T. O. of Nebraska, has announced that the annual convention of the association will be postponed until October.

* * *

S. J. Mendenhall has purchased the Electric Theatre at McCook, Neb., from Jack Tiller.

* * *

Steve O'Brien, manager of the Omaha Exchange for Select, and Julius Johnson, manager of the Rialto Theatre, (whose golf score may or may not have been satisfactory of late), took on the Singer Midgets for a round, and Omaha gallery fans witnessed their most interesting foresome. Even at that, we hear the score went to the Midgets?

* * *

The American Corporation opened an Omaha branch with G. E. Ellison of Minneapolis as manager.

C. Williams and E. Harms Are Conference Delegates

Representatives Are Selected For Federal Trade Commission Hearing Which Is Scheduled For N. Y. Oct. 10

C. E. Williams and E. A. Harms have been selected as Omaha's delegates to the Federal Trade Commission hearing which will be held in New York October 10.

Mr. Williams and Mr. Harms will be present at this trade practice conference as representatives of independent exhibitors. Theatre owners will be represented by delegates from 32 zones, making a total of 64 representatives. Producers and distributors will also be present. The headquarters of the M. P. T. O. has offered to act as proxy for any district which is unable to send delegates.

This conference is of far-reaching importance and it is hoped that the motion picture industry will greatly benefit by it. It is the plan of the trade parley to draw up a code of ethics by which everybody connected with the industry is to abide, and to enforce observance of the code, there will be a committee appointed.

Sam Warner Dies After A Brief Illness

Sam L. Warner, vice-president of Warner Brothers, died in Los Angeles Wednesday morning. An acute attack of sinus trouble followed by pneumonia caused his death.

Sam Warner, associated with his three brothers, entered the moving picture business as an exhibitor in Ohio. They were met with success in this venture, and later became independent producers. They came into prominence with their serial, "The Lost City," which was followed by the Six Warner Classics.

Mr. Warner recently had married Lina Basquette, former Follies star, who was at his bedside at the time of his death as were his mother and father.

Mr. Exhibitor

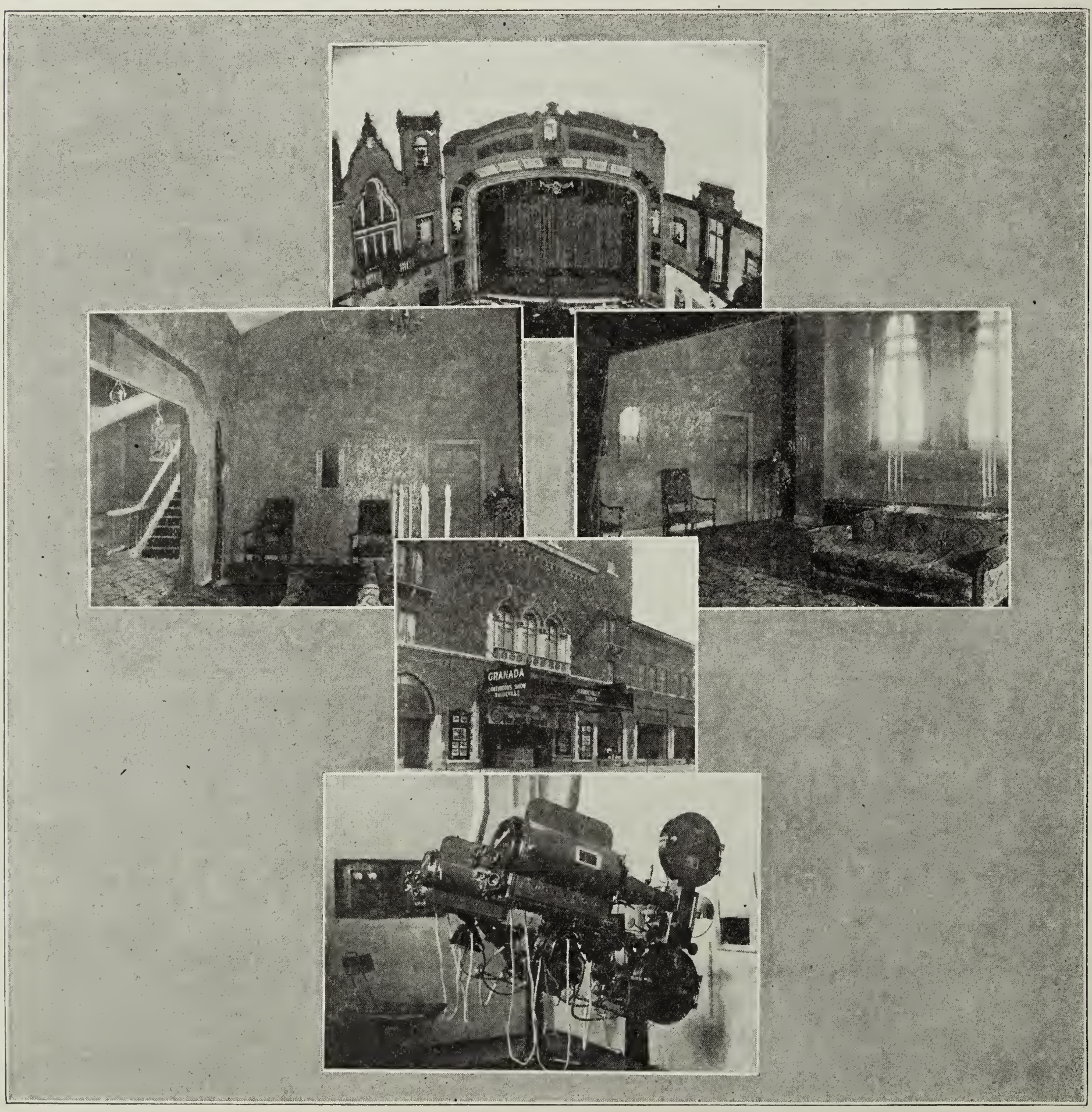
YOU'RE INVITED

to send us news items as often as you can about your theatre, your advertising campaigns, and what is generally of interest to the trade.

This is YOUR paper —your HOME trade paper and we want you to be a part of it.

MOVIE AGE

Granada, Norfolk, Nebr. a Well-Equiped House



Several views of the new Granada Theatre at Norfolk, Nebr. This Universal house is one of the atmospheric type and is beautifully decorated and appointed throughout. The theatre was completely equipped by the National Theatre Supply Co

EXPLOITATION IDEAS AND HINTS

"Dance Magic Night" for Film at Strand, Akron, O.

Ray C. Brown, managing director of the Silverman Ohio Theatres Company's Strand Theatre, Akron, Ohio, got behind First National's "Dance Magic," with an exploitation campaign that caught the attention of every resident of the city.

M. Brown arranged with the Riverview Park management to stage a "Dance Magic Night" at the park's Roseland Ballroom, and then arranged with the Akron Times-Press to stage the affair under its auspices. Next he arranged with First National's studio publicity department to send a telegram from Ben Lyon offering a loving cup to the 1927 ballroom dance champion couple of Summit County, Ohio.

Then a tie-up was made with the jewelry department of the Kay Clothing Company, to contribute a diamond ring to each member of the winning couple. The loving cup, beautifully engraved, and the telegram from Ben Lyon were displayed in the jewelry window of the clothing store.

The Times-Press in daily stories also played up the "Jahala Jump" dance, the dance created for Ben Lyon and Pauline Starke in making the film, named after Jahala Chandler, the role acted by Miss Starke.

Picture Contest Creates Interest for Keaton Film

A mat showing Sally O'Neil whispering into Buster Keaton's ear was used for a newspaper tie-up in connection with "Battling Butler" when that picture played T. F. Murphy's Shuler Theatre, Raton, N. M.

A contest was promoted to find the most humorous answer to the question: "What is Sally O'Neil Whispering in Buster Keaton's Ear?" Fifteen passes were given to those submitting the best answers.

Pillows for "Soft Cushions"

In order to advertise "Soft Cushions" C. Clare Woods, Pueblo, Colorado, showed a heap of silk pillows in the window of a small dry goods store. Then he put a card on top reading as follows: "'Soft Cushions'—Colorado Now."

Dancing Contest Exploits "Naughty But Nice"

Harry C. Brown, jr., Majestic Theatre, Mansfield, Ohio, put on a dance in connection with a showing of First National's "Naughty But Nice" for three days. He gave away as a prize, a pair of Colleen Moore dancing slippers, contributed by a local shoe store. The shoe store also took advantage of the event by making a display of ladies' slippers, using a card to call attention to the dance and the film. The first 50 girls entering the finals received autographed portraits of Miss Moore.

Treasure Hunt Used for a Serial Exploitation

Kenneth Reid, manager of Loew's Doan Theatre, Cleveland, Ohio, has worked out an exploitation stunt for the serial "The Isle of Sunken Gold" that has the record beaten for sustaining interest. The serial is in ten chapters. Reid shows one chaper a week. And Reid has worked out a treasure hunt that keeps the patrons hunting for all ten weeks. This is how he does it:

Every week he gives out a map. This map shows where the hunter is to go. You have to go to the theatre every week to get your map, else you will miss one link in the hunt, and missing one link is fatal. Each week the patron is told where to go next. And not until the very last week will the hiding place be revealed in cryptic language.

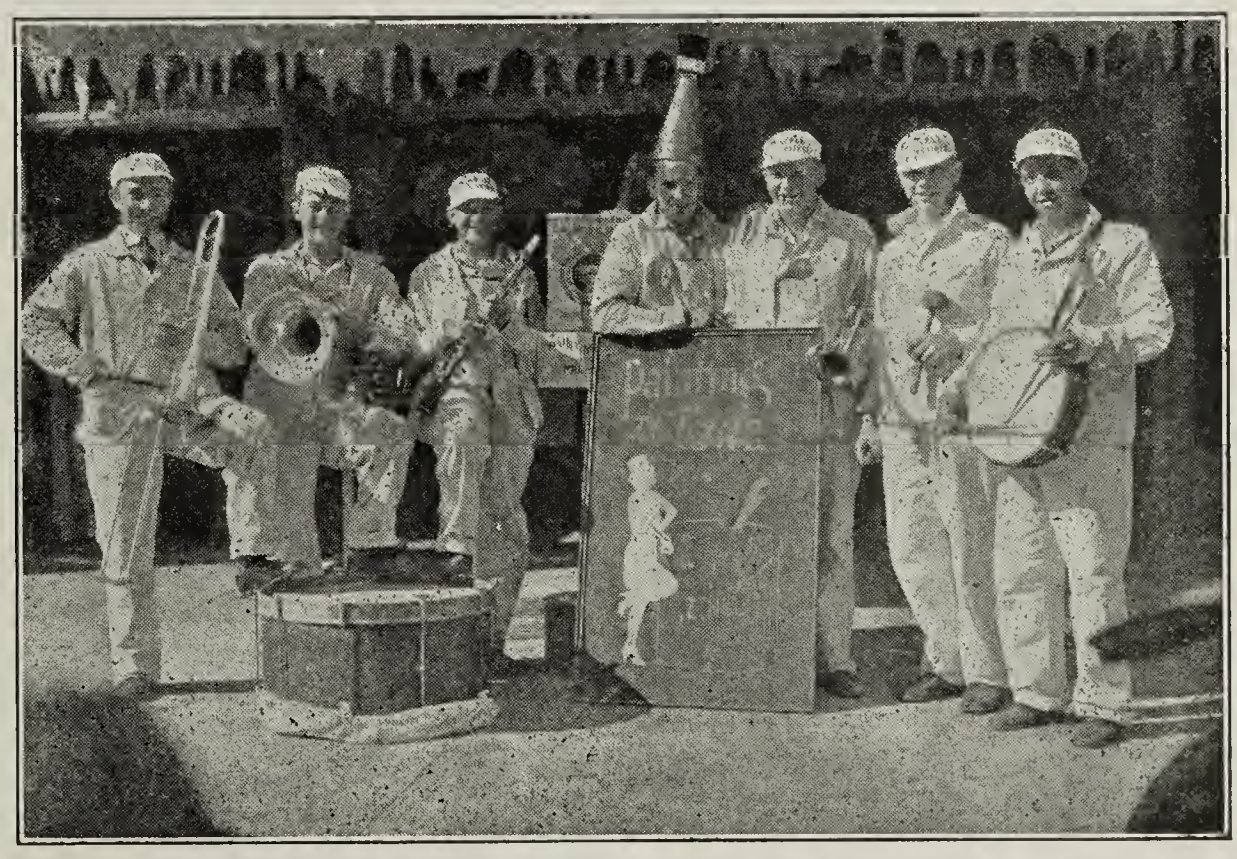
Reid has secured the co-operation of all the merchants in his neighborhood in this treasure hunt. He has over a hundred treasures which will have their last abiding places uncovered only with the conclusion of the serial. This is about the best sustained exploitation campaign ever staged here.

Paint Cans and Overalls Exploit "Painting Town"

Max Tschauder, resident manager of the Rivoli, Rialto, and Gilbert Theatres, Beatrice, Neb., worked a novel stunt for Universal's "Painting the Town." The lobby was dressed up with six truck loads of paint cans, pyramided all over the lobby. The size of the cans ranged from quarter-pints to barrels.

The ushers and doorman were dressed in white overalls and jackets. A ballyhoo band of seven pieces, each man wearing the garb of a painter, played during the showing of the picture.

Mr. Tschauder declares that the results of the exploitation were excellent and that the picture went over big.



How Beatrice, Nebr. exhibitors exploited "Painting the Town."

Here's a Poem for Users of M-G-M Newsreels

Exhibitors who use the M-G-M News may find this little poem suitable for program copy or newspaper advertising. The poem was written by Rose Pelswick, motion picture critic on the New York Evening Journal. Credit should be given Miss Pelswick.

I never did know where the mango trees grow,
My data on deserts was vague.
I knew little or less about Eskimo dress
Or the traffic in Dublin and Prague.
I had thoughts as a child that the Zulus when riled
Had a habit of fighting with sieves.
But now M-G-M News
Shows me round-the-world views—
And I know how the other half lives.

I can go to the bat about this, also that;
I've seen igloos and minarets, too.
I've been shown in the reel an Arabian meal
And the Shriner's parade in Peru.
Was a time when I thought that the grape-fruit was caught
In the half that the restaurant gives.
But now M-G-M News
Shows the fruit's cut in twos—
And I know that the other half lives.

Animated Cardboard Cats Make Good Lobby Display

An elaborate lobby display which brought a great deal of attention at a surprisingly low cost was promoted by Mrs. Killough of the Erie Theatre, Hugo, Okla., for "The Cat and the Canary."

The lobby was dressed up with a large white sheet. A green spotlight was thrown on this sheet giving it a weird effect. A canary cage was hung in front. Two large black cats made of compoboard with paws working up and down by means of mechanical animation, were placed beneath the cage. The title of the picture in cardboard letters was attached to the curtain.

Banquet and Theatre Party for "Fighting Eagle"

Advertising "The Fighting Eagle," distributed by Pathe, with Rod La Rocque as the star, John F. Royal, Keith's Palace, Cleveland, found a dozen local members of the intelligence department during the war and entertained them. A dinner was given at the Statler Hotel, followed later by a theatre party. "The News" told stories about these men and what they did for a week before the opening of the show. Twenty thousand bookmarks were distributed by the library, which also displayed books written by Sir A. Conan Doyle.

An AD-itorial

By E. L. DELANEY

M-G-M Exploitation Representative

The surest way to CASH IN on any particularily good picture is to go out and TELL YOUR PATRONS ABOUT IT: Boost and EXPLOIT to the LIMIT of your advertising budget and potential receipts.

The surest way NOT to cash in on any picture is to advertise, boost and exploit it in exactly THE SAME MANNER as you did the one that preceeded it LAST WEEK or last MONTH. Stereotyped EXPLOITATION is almost as bad as NONE AT ALL.

Those who see the WOOLWORTH TOWER or NIAGARA FALLS for the first time get quite a KICK out of it,—but the 'natives' who see them every day fail to be impressed. You have to GIVE THEM VARIETY,—something different to GET THEIR ATTENTION.

If you splurge on NEWSPAPER SPACE one week,—you may perhaps cut down on OUTDOOR ADVERTISING, novelties, etc., for that week. If you put out hundreds of half-cards or sheets of paper this week,—perhaps you can switch to BALLY-HOO or DIRECT BY-MAIL next week. If you arrange TIE-UPS with merchants or business concerns this week, DON'T KILL THE IDEA by doing it again next week. The merchants don't like to be PLAYED TO DEATH and it will go FLAT AT THE BOX OFFICE if the customers see it's a COMMON STUNT. LINDBERGH crashed all the front pages for weeks because he was the CHRISTOPHER COLUMBUS of the air. The last few who flew over didn't get much more space than the CHANNEL SWIMMERS who followed 'TRUDY' last summer.

When you have something to give the public that is the REAL GOODS,—for heaven's sake DON'T KEEP IT A SECRET. Shout it—ADVERTISE IT, bally-hoo and PAPER THE TOWN with the glad tidings. The Sesqui-Centenial in Philadelphia was the "PRIZE FLOP OF 1926"—because the promoters overlooked the value of EXPLOITATION AND PUBLICITY. Millions never knew there was an exposition there until TEX RICKARD discovered they had a stadium suitable for the DEMPSEY-TUNNEY fight. They'd been KEEPING IT A SECRET for months.

If your coming show is ONLY AN AVERAGE PICTURE—or in other words, "Just one of those things"—don't go out and advertise, exploit and PRESS AGENT it like you would a better picture,—thinking that you will PUT IT OVER that way. Such mis-leading methods MAY get them in for that particular picture,—but you WON'T GET THEM NEXT TIME when you have a REAL SHOW,—and you probably expect to stay in business. Remember, LINCOLN WAS RIGHT: you can't FOOL ALL THE PEOPLE ALL THE TIME.

When you think you've USED UP EVERY IDEA in the world—and you don't see anything suitable in the press books,—get in touch with the office of the producers,—perhaps they can DOPE OUT A NEW ONE FOR YOU.

Mysterious Bugler Exploits Coogan's "The Bugle Call"

Following is an article which appeared in a Davenport, Iowa, newspaper, giving the details of an exploitation stunt used for "The Bugle Call," an M-G-M picture, starring Jackie Coogan. "A mysterious bugler traveling in a high-powered green closed automobile will arrive in Davenport early tomorrow morning in advance of Jackie Coogan's new picture, "The Bugle Call," which comes to the Garden Sunday. This bugler should bring joy to the hearts of Davenport's little boys and girls for he will distribute hundreds of free tickets to the Jackie Coogan movie. At each stop the bugler makes, he will sound his bugle for five minutes after which he will distribute free tickets to all the boys and girls who respond to his calls. The approximate time and places at which he will stop are (names of nine different schools)." The picture was shown at the Garden Theater, Davenport.

"After Midnight" in Tie-Up With Style Show

The Tivoli Theatre, Chattanooga, Tenn., advertising "After Midnight" distributed announcement cards from house to house. This is what was said: "Announcement of an early showing of fall styles by Schwartz Bros. at the Tivoli in connection with Norma Shearer in "After Midnight." The way the matter was handled in connection with the show resulted in Schwartz Bros. agreeing to stage a Palm Beach sport and bathing suit revue in January.

Piece of Grass Shows What Clara Bow Wears in "Hula"

Just a piece of grass was pasted on a card to show what Clara Bow wears in "Hula." On an envelope to be used as a throwaway was printed: "The Reason Why Everybody's F l y i n g to Hawaii." Fourteen window displays also used colored photographs in frames covered with yellow ribbons imprinted in black with the words, "Clara Bow in 'Hula.'"

To know what is going on in the industry, *locally* as well as nationally; to keep thoroughly posted on pictures being released; to learn their success or failure at big theatres and small theatres; in short to be informed about the things that will help you to get the most out of your business---that is the purpose and function of this trade paper.

You will be repaid many times the subscription price, if you read this magazine regularly . . . It's your HOME trade paper.

The PICTURE GUIDE

Little Tips on New Pictures

A Boy of the Streets

Distributed by Rayart.
STAR: Johnny Walker.
SUPPORT: Mickey Bennett, Betty Francisco.
TYPE: Romance-melodrama.
TIME: The present.
LOCALE: An American city.
LENGTH: 6 reels.

SYNOPSIS: Ned Dugan is apprehended while attempting to rob the safe in the home of Gallagher, a builder. Mary Gallagher, daughter of the builder, who has taken a liking to Jimmie, Ned's young brother, exonerates Ned, and the gang with him escapes. Ned reforms and is given a job by Gallagher. Ned is thrown in jail through false accusations by Wainright, a crooked politician. Gallagher is also arrested because his building collapsed, injuring people. Jimmie learns that Wainright is at the bottom of a plot by which poor concrete was used in the building. In the end Wainright and his gang are placed in the hands of the law, Ned and Gallagher are freed, and Mary and Ned are happily united.

HIGHLIGHTS: Several fights, Ned reforms, the building collapses.

For the Love of Mike

Distributed by First National.
STAR: Ben Lyon.
SUPPORT: Claudette Colbert.
TYPE: College story.
TIME: The present.
LENGTH: 7 reels.

SYNOPSIS: Mike, who has been brought up by three foster parents, is sent to Yale and in his last year becomes captain and stroke on the crew. He offends his foster parents and Mary, his tenement sweetheart, by getting drunk and making a scene on a visit home. Returning to college, he gambles heavily, loses, and gives a forged check for $10,000. The gambler, to whom he has given the check, threatens to disclose him unless he promises to throw the race with Harvard, so that the gambler can bet against Yale and get his money back. The race starts. To win means disgrace. To lose means to forfeit the confidence of his school friends, Mary and his foster parents who are looking on. He decides to win. At the pier the gambler presents the check and threatens disclosure, but the three fathers push him into the water, and Mary and Mike are happily united.

HIGHLIGHTS: Comedy moments, Mike wins the race, the gambler is pushed into the water.

The Rush Hour

Distributed by Pathe.
STAR: Marie Prevost.
SUPPORT: Harrison Ford.
TYPE: Comedy romance.
TIME: The present.
LOCALE: Aboard a liner and at a fashionable resort.
LENGTH: 7 reels.

SYNOPSIS: Margie Dolan, starting across the ocean as a stowaway, meets Finch, just a great big oil man from Oklahoma, through Dunrock and Yvonne, adventurers who have designs on Finch's money. At the Riviera, Yvonne becomes enraged at Margie because of Dunrock's attention to the former stowaway. In the meantime, Dan Morley, Margie's sweetheart, hears of Margie's trip across the sea and starts in pursuit, arriving at the Riviera as Margie and Yvonne are about to have a duel with pistols. A shot is fired and Yvonne swoons, with the idea of getting Margie into trouble and so indirectly getting money out of Finch. Finch rushes Margie to their hotel, where she meets Dan. Yvonne and Dunrock are exposed and Dan and Margie decide to spend their honeymoon at Niagara Falls.

HIGHLIGHTS: The duel, several exciting events at the Riviera, comedy moments.

Out All Night

Distributed by Universal.
STAR: Reginald Denny.
SUPPORT: Marian Nixon.
TYPE: Farce comedy.
TIME: Present.
LOCALE: Aboard an ocean liner.
LENGTH: 6 reels.

SYNOPSIS: Following a night spent in an automatic elevator which fails to work, John Graham, wealthy bachelor, and Molly O'Day, actress, are married. A clause in Molly's theatrical contract states she will lose $100,000 if she marries, so they keep the wedlock a secret. Molly sails with her company for London and John goes aboard as the ship surgeon. His shortcomings as a doctor cause many funny scenes. When the manager of the show proposes to Molly she reminds him of the contract. John comes sliding down a ventilator into Molly's arms as the manager tears up the contract.

HIGHLIGHTS: Comedy scenes aboard the vessel, the night in the elevator, the ending.

The Gingham Girl

Distributed by F B O.
STAR: Lois Wilson.
SUPPORT: Geo. K. Arthur.
TYPE: Comedy drama.
TIME: The present.
LOCALE: New York.
LENGTH: 6 reels.

SYNOPSIS: Johnny Cousins is in love with Mary Thompson who makes her living selling home-made cookies. Following a talk with Bartlet, son of a biscuit king, Mary conceives the idea of enlarging the cookie business and leaves for New York, accepting $100 from Johnny saying he has a half interest in the business. With the help of Bartlet, Mary establishes the Bluebird Cookie Co., in New York, and the business becomes a great success. When Mary refuses Bartlet's offer of marriage, the latter demands $100,000 which he has invested in the Bluebird Co. Mary hasn't the money, but Johnny appears on the scene as the representative of a rival and produces a $100,000 check to buy Bartlet's interest. Then there is the happy ending with Mary and Johnny being partners for life.

HIGHLIGHTHS: Comedy moments, a cabaret scene, Johnny produces the $100,000.

Silk Stockings

Distributed by Universal.
STAR: Laura La Plante.
SUPPORT: John Harron.
TYPE: Comedy.
TIME: Present.
LENGTH: 6 reels.

SYNOPSIS: Sam, a hosiery salesman, entertains some lady buyers, one of whom puts a pair of silk stockings in his pocket. When he arrives home, Molly, his wife, discovers the stockings, tells her tale of woe to the court, and, much to her surprise and chagrin, receives a divorce. Sam and Molly visit friends who live near each other. The judge told Molly that she and Sam must stay apart, or the divorce will be void, so Molly decides to hide in Sam's room, be found, and so end the divorce, but she gets into another man's room. After many entanglements she gets into Sam's, and when the guests break in she is "compromised" in Sam's arms and the divorce is hopelessly voided

HIGHLIGHTS: Comedy moments, the divorce, the reunion.

SHORT SUBJECTS

Spice of the Box Office

Seeing Stars

Educational—Two Reels

Here we have George Davis as the simple country boy who comes to Hollywood to break into the movies. The clerk tells him to rub the boss's hair the right way, and when George gets an interview, he takes the advice literally and smooths the producer's hair. George begins to wander around the studio, breaking up scene after scene by bonehead entrances and spoils everything in his path. At last the studio workers plan to get rid of him by making him the butt of a joke, but the joke turns out to be a joke on the men, and George wins the pretty stenographer. Slapstick that will please.

A Gold Digger of Weepah

Pathe—Two Reels

Weepah is the gold rush situation. The cast includes Billy Bevan, Alma Bennett, Johnny Burke, Matty Wemp, and Andy Clyde. Billy is a temperance advocate. His wife weighs 300 pounds and is intensely jealous. Alma is Billy's old sweetheart. When she arrives many compromising situations arise. A sack full of rattle snakes brought in by a prospector figure in the action. Billy nearly loses his home but everything ends happily.

Buster's Home Life

Universal—Two Reels.

Hannah, the maid, has a terrible time in this Buster Brown comedy. Buster, Mary Jane, Tige and the pet monkey provide the action. When Hannah bars Buster, Mary Jane, Tige and the monkey from the house they hoist themselves through a second story window to play havoc with the furniture and generally muss up the place. Hannah gets the blame when Mrs. Brown returns.

Twenty Legs Under the Sea

Fox—Two Reels.

This is a story of bathing girls and summer hotel life. The hotel not paying, the hero—Richard Walling—conceives a brilliant idea. He plans a bathing beauty contest. A diamond anklet belonging to an absent guest is appropriated for a prize. When it disappears there is plenty of diversion provided by the bathing girls. There are many humorous situations.

The Riding Whirlwind

Universal—Two Reels

Indian fights and pony express riding supply the excitement in this two-reel Universal western. The scene is laid at a pony express station on the plains. Billy Barnes lives with his widowed mother near the station and is given an unbroken horse for a birthday present. He learns to ride the wild horse in a commendable manner. The Indians in the territory are becoming dissatisfied with certain conditions and threaten an uprising unless a certain treaty with the government is met. Chet Lane, veteran pony express rider and idol of Billy Barnes, is bringing the treaty to the Indians and is making unusual haste in order to arrive before the Indians declare war. Clyde Winslow, who will profit by the Indian outbreak attempts to stop the treaty by shooting Chet. Chet arrives at the express station badly wounded and unable to carry the treaty on to the Indians. Whereupon Billy jumps to his horse and in a thrilling race on his wild horse he arrives at the Indian camp in time to prevent the attack. It's a short, snappy western with feature settings.

Flim Flam Films

Educational—One Reel

Felix the Cat turns cameraman for the movies in this single reel cartoon. Felix takes his kids to the movies but the family is denied admission. They try various means of approach, but all plans fail. At last Felix decides to make his own movies. He obtains a camera and takes scenes in the country. When a bathing beauty comes by, Felix approaches her and the two indulge in some loving. Felix is unmindful of the fact that his kids are turning the crank of the camera and recording the scene. That night Felix exhibits the pictures to his wife and when she sees her husband kissing the bathing girl, she beats him up unmercifully. It's an excellent cartoon.

Mickey's Pals

F B O—Two Reels.

Mickey is the hardboiled ruler of a gang. Comedy is provided by converting old wheels, barrels, goats and dogs into sedans and town cars for juvenile heroes and heroines. The kid comedy keeps one laughing.

The Stunt Man

Educational—Two Reels

STAR: Larry Semon.

Larry and his slapstick make a good combination. Any actor who works for Semon should have his life insured with a dozen different companies and pay high premiums. He sure makes them work. In this one Larry endeavors to prove to his girl that he is a film hero and goes through all kinds of dangers to show. He dives out of a second story window, gets into a radio-guided airplane, and has a great surprise when he learns that that the object in the front seat is not a man but a wax dummy. When he jumps, the parachute won't open. After all these escapades he goes to the girl for her answer, but she turns him down. The gags are refreshing.

Society Breaks

Universal—Two Reels.

This is one of the "Keeping Up With the Jonses" series. It is a rough and tumble comedy with plenty of slapstick and knockout stuff. Aloysius has trouble with his feet at a social affair and removes his pumps before starting to dance. He is out of favor and retires to the kitchen where he Charlestons for the maid. Discovered by the Mrs. he pretends illness but gets the usual beating.

Rough Country

Educational—One Reel

This is a two-subject reel of Bruce scenics. The first part shows a forest fire and some exceptionally fine shots have been obtained. A particularly good scene shows the rabbits and other animal life fleeing from the woods before the flames. The remainder of the reel deals with the snow country and mountain views.

Toddles

Paramount—Two Reels.

Clever tricks performed by a darling baby and a pet dog provide the entertainment in "Toddles." Besides the baby and the dog some barnyard friends create some humorous situations. It is clever and refreshing.

EQUIPMENT AND SUPPLIES

Improved Condenser for Present Day Projectors

When motion picture projectors first were built, the optical parts used were, for the most part, such as were already in use for other purposes and for this reason easily obtained. Many of these were ill suited for this new use but would be made to serve in some fashion. An example of this is the condenser lens which collects light radiated from the light source and converges it onto the film whence it is imaged onto the screen. A comparatively small lens chosen years ago was adopted as standard.

Since the advent of the very large present day theatres, the motion picture industry has been faced with the very serious problem of finding a way of getting more light to the very large screens. A number of improvements in arc lamps have effected greater efficiency in ilumination. Recently a condenser of large diameter has been developed. This lens collects light from the arc within a much greater angle than previously and so uses much more of the light now available.

Super Service Appliance Excellent for Cleaning

The general trend in cleaning methods for the modern theatre shows a tendency to relegate the broom and dust-pan, the oil mop and other kindred household cleaning implements to the scrap heap. Unquestionably these are being replaced by more modern methods and appliances. For example, the vacuum method of cleaning theatres is universally declared not only more efficient but a good deal speedier and economical in the fact that it saves the life and preserves the appearance of expensive carpets and draperies.

Among the newly improved cleaning devices that may be recommended is the Super Service Electric Suction Cleaner. This appliance may be said to fill the gap between the household cleaner and the heavy semi-portables or stationary types. Its initial cost is much less. In weight the Super Service cleaner is extremely light, can be carried up and down stairs by its handle and into places ordinarily difficult to reach. The device is carried by all the National Theatre Supply stores.

Lubrication of Film is Necessary for Passage

It is necessary to apply some sort of lubricant to the surface of motion picture film in order to facilitate its passage through the projector. If this is not done an accumulation of hardened gelatin forms on the projector gate and the friction which results often entirely arrests the progress of the film.

Present lubricating practice consists in applying a thin line of wax along each edge of the film. This is satisfactory but there is a tendency to apply too much wax, which encroaches on the picture area and causes spots and blotchiness on the screen. Also the presence of too much wax in the gate is apt to cement the film to the aperture plate if the projector is threaded when warm and then allowed to cool, so that on starting the projector the film remains stationary in the gate and is apt to catch fire.

The above objections have been overcome by applying a solution of wax dissolved in carbon tetrachloride to the entire surface of the film and then buffing this. The result is to impart a high polish to the film surface analogous to that on polished footwear. This treatment insures sufficient lubrication and film so treated is impervious to the effect of oil, so that the trouble from patchiness and blotches on the screen caused by oils is eliminated.

General Electric Has Successful Sound Film

The General Electric Co.'s contribution to the talking pictures field completed its first week's run at the State Theatre, Schenectady, N. Y., last week. The General Electric device is known as "Kinegraphone."

Officials of the organization expressed themselves as being more than pleased with the performance of the machine, and declare that it will be serious competition for Vitaphone, Movietone, and Vocafilm.

It is understood that the company is endeavoring to hook up with producers of recognized short subjects in order to organize a complete unit of sales for its product.

BOX OFFICE REPORT BLANK

Tear Out. Fill In

Mail Today

For the Next Issue

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

Title _____

Star _____

Producer _____

Remarks _____

_____

_____

_____

_____

Title _____

Star _____

Producer _____

Remarks _____

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_____

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_____

Title _____

Star _____

Producer _____

Remarks _____

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Exhibitor's Name _____

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House Name _____

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Kind of Patronage _____

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Town _____

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State _____

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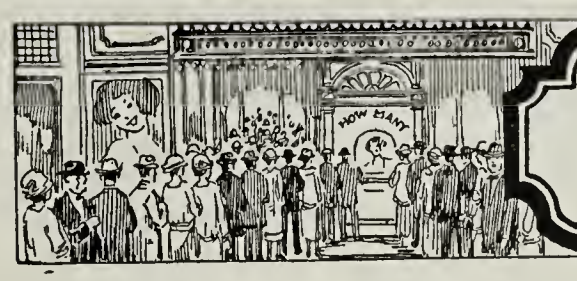


BOX-OFFICE REPORTS

F B O

California or Bust, George O'Hara.—O'Hara does not interest my patrons as well as some other F B O stars.—H. C. Holmes, Shepherd, Shepherd, Mich.

Going the Limit, George O'Hara.—An average program picture that drew fairly good on Saturday. — H. C. Holmes, Shepherd, Mich.

Don Mike, Fred Thomson. — Very good. Had two full houses and Fred makes real pictures.—A Gangstead, Liberty, Clarence, Ia.

Bigger Than Barnum's, Special cast.—A good picture, especially for children but will do well for most people.—Parish Hall, Conception, Mo.

Kosher Kitty Kelly.—Rather a good comedy although somewhat silly.—Parish Hall, Conception, Mo.

The Gorilla Hunt.—Interesting, especially for school children.—Parish Hall, Conception, Mo.

Life's Greatest Game.—O. K. in every respect.—Parish Hall, Conception, Mo.

FIRST NATIONAL

For the Love of Mike, Ben Lyon.—Exceptionally good comedy. This pleased everybody.—Lyric, Hartington, Neb.

Babe Comes Home, Babe Ruth.—Very weak—nuf said.—Lyric, Hartington, Neb.

Framed, Milton Sills.—Good Milton Sills picture. Sills is a good bet here. Drew well and satisfied.—Lyric, Hartington, Ia.

Naughty But Nice, Colleen Moore.—Fine. Good comedy and pleased everybody.—Lyric, Hartington, Ia.

Men of Steel.—Very interesting, instructive, and one of the best.—Parish Hall, Conception, Mo.

Abraham Lincoln.—A very fine patriotic picture.—Parish Hall, Conception, Mo.

FOX

Lucky Horseshoe, Tom Mix.—Mix always gets them but he is out of place in a dress suit.—H. C. Holmes, Shepherd, Shepherd, Mich.

Lightnin', Jay Hunt.—Just a fair picture and did not draw nor please many.—H. C. Holmes, Shepherd, Mich.

The Auctioneer.—A fine comedy.—Parish Hall, Conception, Mo.

METRO-GOLDWYN

The Understanding Heart, Joan Crawford—Good outdoor story. Will interest all classes.—E. Campbell, Electric, Goodman, Mo.

Adam and Evil, Lew Cody.—A clever comedy drama that will please all.—H. Mansfield, Idle Hour, Tama, Ia.

The Bugle Call, Jackie Coogan.—A good picture and the story extra good for children and older folks. Not the flapper type.—H. Mansfield, Mills, Tama, Ia.

Tin Hats, Conrad Nagel.—Very fine war comedy which drew well and pleased.—Lyric, Hartington, Nebr.

Twelve Miles Out, John Gilbert.—One of Gilbert's best, well directed and well acted. Stood up three days for me.—Lyric, Hartington, Nebr.

Annie Laurie, Lillian Gish.—Good. Gave general satisfaction and if you put it over right, it will stand three days.—Lyric, Hartington, Nebr.

Battling Butler, Buster Keaton.—comedy but paid too much.—John Greve, Princess, Oak Creek, Col.

PARAMOUNT

Mantrap, Clara Bow.—Can you imagine Clara Bow falling in love with Earnest Torrence or Percy Marmont? They should have called it "Cradle Snatchers."—J. B. Carter, Electric, Browning, Mo.

Casey at the Bat, Wallace Beery.—Very good. Nothing extra, but step on it.—E. Campbell, Electric, Goodman, Mo.

Barbed Wire, Pola Negri.—The picture drew only fair, but it is one of the best Negri pictures we ever saw, and where she is liked it should more than please.—W. Mansfield, Idle Hour, Tama, Ia.

Blind Alleys, Thomas Meighan.—Rather weak plot—fair entertainment.—C. N. White, Community, Laurelville, O.

Special Delivery, Eddie Cantor.—Very funny. Went over good.—C. N. White, Laurelville, O.

PATHE-DEMILLE

The Nervous Wreck, Harrison Ford. Very good, lots of laughs.—John Grove, Princess, Oak Creek, Col.

No Man's Law, Rex.—High entertainment value.—Bogett & Bowne, Majestic, Battle Creek, Mich.

The Earth Woman.—A sympathetic picture of back woods life.—Clyde Thomas, Waldo, Waldo, Kas.

Rawhide, Buffalo Bill, Jr.—A good western with good print. — Clyde Thomas, Waldo, Kas.

The Broadway Boob, Glenn Hunter.—This picture does not give what the audience expects, but it's good anyway.—Clyde Thomas, Waldo, Kas.

TIFFANY

Tired Business Men, Raymond Hitchcock.—Good farce comedy that went over nicely.—H. E. Drew, Ionia, Mich.

UNITED ARTISTS

The Black Pirate, Douglas Fairbanks.—A fine picture but did not draw them in at regular prices.—H. C. Holmes, Shepherd, Shepherd, Mich.

Winning of Barbara Worth, Vilma Banky.—A mighty fine picture, but I think it is a little too long. Short ones take better.—H. C. Holmes, Shepherd, Mich.

UNIVERSAL

Her Big Night, Laura La Plante.—Very good and pleased 100 per cent. Gave everybody a good many laughs.—A. Gangstead, Liberty, Clarence, Ia.

Painting the Town, Glen Tryon.—A hilarious comedy which is a riot throughout. — Earl Harmon, Odeon, Cottonwood Falls, Kas.

Taxi! Taxi!, Edward Horton.—People like such pictures. Found it to be very amusing.—Parish Hall, Conception, Mo.

WARNER BROTHERS

The Heart of Maryland, Dolores Costello.—Heart interest good, and picture was well received by my patrons. Would place it at about 90 per cent for satisfaction.—M. D. Frazier, Empress, Arma, Kas.

White Flannels, Louise Dresser.—An average program picture which did not draw on Sunday.—H. C. Holmes, Shepherd, Shepherd, Mich.

The Man Upstairs, Monte Blue.—An average program picture that did not draw them in.—H. C. Holmes, Shepherd, Mich.

Red Hot Tires, Monte Blue.—A good picture.—H. C. Holmes, Shepherd, Mich.

Clash of the Wolves, Rin-Tin-Tin.—This is a good Rin-Tin-Tin picture but not as good as others we have had.—H. C. Holmes, Shepherd, Mich.

THE CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors. Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

THEATRE CHAIRS

NOW IS A GOOD TIME TO FIX up your theatre. We are offering at bargain prices several lots of high grade used upholstered chairs in Spanish leather. Also several lots of heavy 5 and 7-ply veneered chairs. Brand new chairs at the 40 per cent less factory price. Write today and we will mail you photographs and give you full details. ILLINOIS THEATRE EQUIPMENT CO., 12-14 E. 9th St., Chicago, Ill.

FOR SALE: 1000 dandy upholstered chairs, twenty inches wide, sloping floor. Very low price. Write for exact photographs and full details. C. G. Demel, 845 State St., Chicago, Ill. _P4t.-10-14

SPECIAL! 650 upholstered leather chairs, taken out from one of Chicago's finest legitimate theatres that has been dismantled. The chairs are a combination dark red mohair, upholstered, panelled back with a newly upholstered red imitation Spanish leather seat to match. The seats are one of the highest spring constructed chairs that are made by the Andrew Chair Company at very low prices. ILLINOIS THEATRE EQUIPMENT CO., 12-14 E. Ninth St., Chicago, Ill.

MOVIE AGE

BENJ. FLETCHER__Editor & Mgr.
414 South 13th St.
Omaha, Nebr.

Telephone____Atlantic 1322

MADELINE GRAHL Des Moines Rep.

Published Weekly by
ASSOCIATED PUBLICATIONS, Inc.
BEN SHLYEN
President and Publisher

Subscription Price $2.00 per year

Single Copies 10 cents.

THEATRE WANTED

THEATRE WANTED in town of around 1,500 population. Write full particulars. Address I. R. Adams, Nelson, Neb. —Plt

EQUIPMENT FOR SALE

ELECTRIC SIGN for sale. BIJOU, $375.00 first class condition $150.00. Gem Theatre, Cairo, Ill. C3t

PLAY SAFE—Patronize the "OLD RELIABLE." Established 20 years. Satisfaction guaranteed. Rebuilt Powers-Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

THEATRES FOR SALE

FOR SALE OR RENT at once. Grand Theatre playing pictures and road show attractions. Seats 750. Fully equipped. City of 12,500. Mathew Reinhardt, Lincoln, Ill. —Plt.

FOR SALE: Rex Theatre, Ridgeway, Mo., fully equipped. Brick building. Small down payment, rest like rent. I. W. Maple, Bethany, Mo. —Ct2

GIFT SOUVENIRS

GIFT NIGHT MERCHANDISE. OVER 300 FINE NOVELTIES IN OUR LARGE FREE CATALOG AT GENUINE WHOLESALE PRICES. WRITE TODAY. NO OBLIGATION. FAIR TRADING CO., INC., 307 SIXTH AVE., NEW YORK.

What Do You Want?

—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want---

It Will Pay You To Advertise Your Needs In

The Clearing House

Don't Cry About Poor Business

Exercising your jaws in this
way will get you nothing—

Exercise your good judgment

—and your big
worry will be over!

GIVE those feeble, overworked words a rest!

There is too much competition in this business today for bad or "just ordinary" copy to be effective. The public is more "choosy" in seeking its entertainment. And with radio and other attractions in competition to movies, it is necessary to "sell" your pictures to them in a way that will arouse interest.

Those worn-out old words like "best," "amazing," "marvelous," etc., have long ago lost their punch. There has been too much week-kneed advertising copy and the public has got to be told about your shows in different words—words and phrases that are fresh, snappy, chatty and convincing—AND THAT PACK AN UNFAILING PUNCH!

The Idea

will give you "go-getter" copy that never fails to bring in the patrons

THE IDEA is **NEW**—nothing just like it has been offered to exhibitors before. It is not a treatise on advertising telling you only how to advertise—it is chock full of ideas and copy that you can actually put to use—READY-MADE copy that is printed on one side of a sheet, perforated, so that it can be clipped out and inserted in your ads without alteration.

THE IDEA is a sure cure for that pernicious theatre ailment—empty seats. THE IDEA is a SEAT SELLER—and how!

It's worth hundreds of dollars to you and may make you thousands ---and yet it costs you nothing---*if*

MAIL TODAY

Contents of "THE IDEA"

- Policy Advertising copy (with illustrations)
- Headlines, catch lines, and phrases
- Romantic copy
- "Heavy" copy
- Unusual copy
- Program copy
- Star copy
- "Jazzed" copy
- Comedy-Drama copy
- Society copy
- "Mother" copy
- Melodramatic, thrill and western copy
- Miscellaneous copy

Date _____ 1927

MOVIE AGE
414 South 13th St., Omaha, Nebr.

Here's my two dollars for a year's subscription, which I understand includes the supplementary issue of THE IDEA.

Name _____

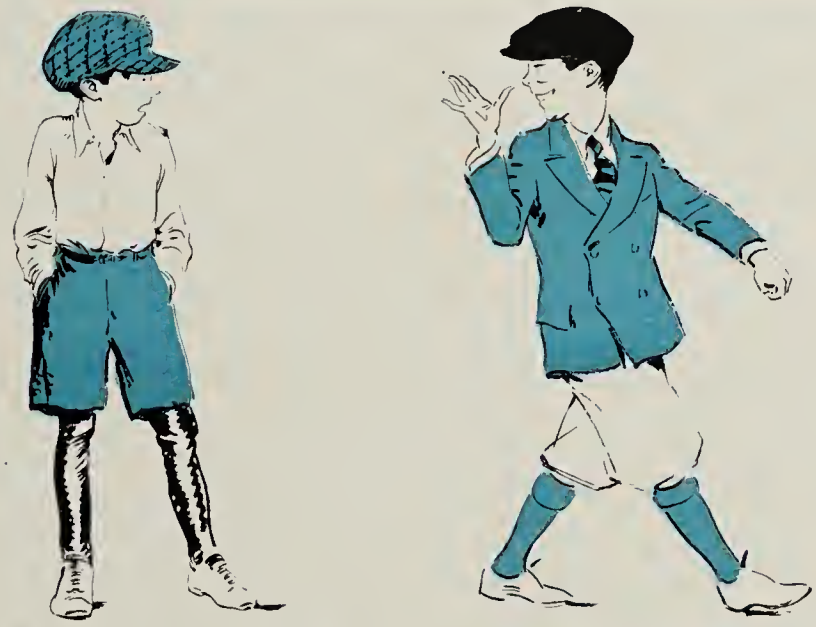
Theatre _____

Address _____

Town _____ State _____

MOVIE AGE

Volume V | OMAHA, NEBR., OCTOBER 15, 1927 | Number 47



—Ah! My dad's got "The Big Parade"!

(no wonder he's proud of his father)

THE theatre that buys
M-G-M product can
THUMB its nose at
OPPOSITION!

METRO-GOLDWYN-MAYER

BEN-HUR

STARS

3 CHANEYS	4 HAINES	6 McCOYS
2 GILBERTS	3 SHEARERS	2 DOG STAR
3 DAVIES	1 SYD CHAPLIN	3 CODY-PRINGLES
1 NOVARRO	2 GARBOS	3 DANE-ARTHURS
1 GISH	2 COOGANS	5 COSMOPOLITANS

SPECIALS

THE GARDEN OF ALLAH
THE COSSACKS (John Gilbert) THE CROWD (King Vidor)
MLLE. FROM ARMENTIERES
IN OLD KENTUCKY ROSE-MARIE
M-G-M NEWS—COMEDIES—SHORTS

THE BIG PARADE

A Business Magazine for the Film Trade in Iowa and Nebraska

REGULAR FEATURES

Of Interest and Value to You

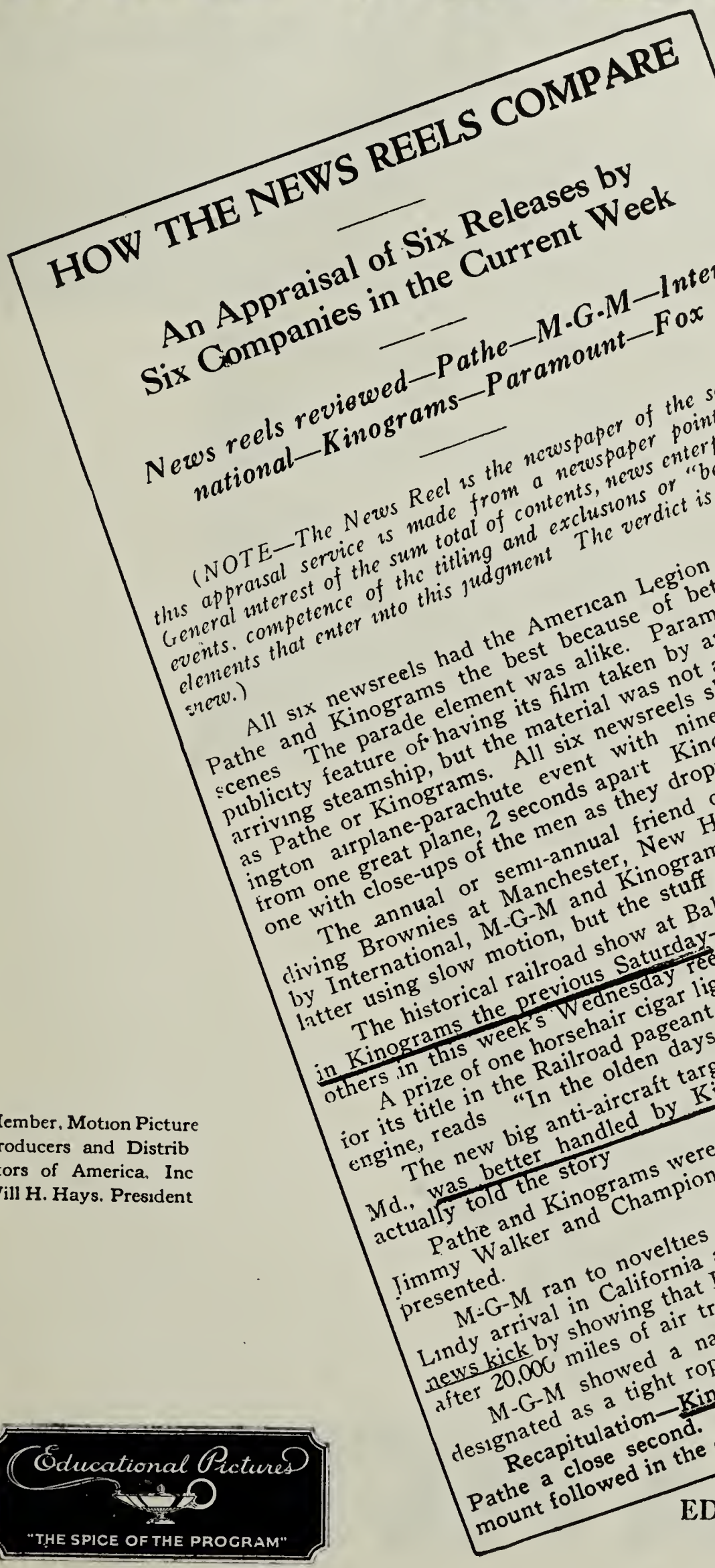
1. BOX OFFICE REPORTS—By Exhibitors Themselves.
2. WHAT THE PICTURE DID FIRST RUN—Detailed Release Reports.
3. CURRENT RELEASES—Weekly Release Schedules.
4. THE PICTURE GUIDE—Tips on New Pictures.
5. SHORT SUBJECTS—Spice of the Box Office.
6. NEWS BRIEFS—Big Events Briefly Told.
7. EXPLOITATION IDEAS—How to put the Picture Over.
8. MOVING ALONG MOVIE ROW—Personals of Local Interest.
9. EQUIPMENT NEWS—Constructive Information.

READ 'EM

---Every Week

In your HOME trade paper

"KINOGRAMS presented the best reel"



HOW THE NEWS REELS COMPARE

An Appraisal of Six Releases by Six Companies in the Current Week

News reels reviewed—Pathe—M-G-M—International—Kinograms—Paramount—Fox

(NOTE—*The News Reel is the newspaper of the screen and this appraisal service is made from a newspaper point of view. General interest of the sum total of contents, news enterprise on big events, competence of the titling and exclusions or "beats" are all elements that enter into this judgment. The verdict is a newspaper one.*)

All six newsreels had the American Legion in Paris with Pathe and Kinograms the best because of better connective scenes. The parade element was alike. Paramount added the publicity feature of having its film taken by airplane from the arriving steamship, but the material was not as comprehensive as Pathe or Kinograms. All six newsreels showed the Washington airplane-parachute event with nine parachute drops from one great plane, 2 seconds apart. Kinograms won on this one with close-ups of the men as they dropped from the plane.

The annual or semi-annual friend of the newsreel—the diving Brownies at Manchester, New Hampshire—were used by International, M-G-M and Kinograms effectively with the latter using slow motion, but the stuff was dark.

The historical railroad show at Baltimore—which appeared in Kinograms the previous Saturday—was covered by all the others in this week's Wednesday reel.

A prize of one horsehair cigar lighter is awarded to M-G-M for its title in the Railroad pageant which, showing an ancient engine, reads "In the olden days these were much enjoyed."

The new big anti-aircraft target tests subject at Aberdeen, Md., was better handled by Kinograms because the titling actually told the story.

Pathe and Kinograms were the two to have the arrivals of Jimmy Walker and Champion Gene Tunney, both effectively presented.

M-G-M ran to novelties exploiting their own officials in a Lindy arrival in California and to which Kinograms gave the news kick by showing that Lindy was back to his starting point after 20,000 miles of air travel.

M-G-M showed a nannie goat walking a narrow plank, designated as a tight rope.

Recapitulation—Kinograms presented the best reel with Pathe a close second. Fox, International, M-G-M and Paramount followed in the order named.

—*The Appraiser.*

MOTION PICTURES TODAY, in its issue of October 1st, starts a weekly comparative appraisal of all news reels. The first appraisal ranks

KINOGRAMS BEST

Member, Motion Picture Producers and Distributors of America, Inc. Will H. Hays, President

Educational Pictures
"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc.

E. W. Hammons *President*

DES MOINES, IOWA, 1005 High Street, J. Winn, Mgr.
OMAHA, NEBR., 1508 Davenport, Leo Blank, Mgr.

FINISHED!—Ready to Screen!

The Mightiest of All Sea Dramas!

Hobart Bosworth

in

THE BLOOD SHIP

with **Jacqueline Logan**
Richard Arlen

Walter James, Fred Kohler, James Bradbury, Sr., Arthur Rankin, Syd Crossley, Frank Hemphill, Chappell Dossett, Blue Washington

From the Novel by NORMAN SPRINGER

Praised Unanimously by Critics
Played Everywhere by Showmen

A GEORGE B. SEITZ PRODUCTION

The Perfect Crook Drama

Bert Lytell
Lois Wilson

in

ALIAS THE LONE WOLF

with

William V. Mong, Paulette Duval, Ned Sparks, Alphonz Ethier, James Mason, Ann Brody

From the Novel by LOUIS JOSEPH VANCE

Directed by EDWARD H. GRIFFITH

A Sweet Romance of Idyllic Tenderness

SALLY IN OUR ALLEY

with

SHIRLEY MASON
RICHARD ARLEN

Alec B. Francis, Paul Panzer, William H. Strauss, Kathlyn Williams, Florence Turner, Harry Crocker.

Directed by WALTER LANG

A Great Audience Picture with an Irresistible Appeal

A Baffling Drama of Dynamic Mystery

RICARDO CORTEZ

in

BY WHOSE HAND?

with

Eugenia Gilbert, J. Thornton Baston, Tom Dugan, Edgar Washington Blue, Lillianne Leighton, William Scott, John Steppling, De Sacia Mooers

Directed by WALTER LANG

Thrills and suspense in a diverting masterpiece of plot and counterplot

An Alluring Romance of the Tropics

CONWAY TEARLE

in

Isle of Forgotten Women

with

Dorothy Sebastian

Alice Calhoun, Gibson Gowland, Harry Semels, William Welch, Eddie Harris

Screen Adaptation by NORMAN SPRINGER

Directed by GEORGE B. SEITZ

A Rousing Drama of Campus Days!

THE COLLEGE HERO

with

Bobby Agnew, Pauline Garon

Ben Turpin, Rex Lease, Churchill Ross, Joan Standing, Charley Paddock

Directed by WALTER LANG

At Last! A College Story That's Different!

COLUMBIA PICTURES
GEMS OF THE SCREEN

COLUMBIA PICTURES

Best Box Office Value in the Industry

EDITORIAL

THERE seems to be quite a wide difference of opinion among theatre operators as to what the public will pay to see. We have previously noted that first run picture houses believe that their patrons want vaudeville, that pictures alone are not sufficient as drawing cards; and that vaudeville houses have gone in to feature the picture, believing that the public wants pictures along with their vaudeville. That seems to be a funny situation, nevertheless its a condition that actually exists.

There is hardly a big city in this country where vaudeville theatres do not feature motion pictures and motion picture theatres do not feature "presentations," which is nothing more than vaudeville by a different name. Much has been said on this subject and we have plainly expressed our views strongly in favor of "pictures for picture theatres." But what prompts us to bring this topic up at this time is the newest change on the Orpheum Circuit to a combination policy.

This change is taking place this week at Kansas City. The Orpheum here about two years ago installed a mammoth cooling system and it was rumored that a picture policy would be inaugurated during the following summer months. Later a large organ was installed and the picture rumor was again heard. Now feature pictures and short subjects as well are being shown. But the change is being made in a sort of piece meal manner. The pictures are to be shown an hour preceding the matinee show and an hour before the evening show. Saturday and Sunday prices have been reduced to the regular night prices. This house will probably again reduce its prices and cut its vaudeville bill as other houses on this circuit have done elsewhere.

It is interesting to make note of this change—one of the finest vaudeville houses in this country adding big feature pictures and short subjects to its programs and reducing its prices at the same time by cutting off an act or two. It is readily evident that if picture theatres want volume patronage that vaudeville or presentations is not the proper bait. If cutting an act or two will enable a two-a-day reserved seat house to cut its top admission from $1.50 to $1.10, approximately one-third, first run houses, by eliminating or cutting down their lavish presentations, can similarly make a bid for volume patronage.

While we do not advocate cutting admissions, we think it would be far healthier for theatres to spend a part of their "presentation" money for better pictures and complete picture programs and pass the difference on to their patrons, than to continue their present policies. Proper featuring of pictures by first run houses in their advertising would also benefit subsequent run houses. Proper featuring of pictures by first run houses would result in the production of better pictures.

If pictures are needed to bolster up business for vaudeville theatres then they're worth being backed to the limit by picture theatres!

New Move To Put Industry Under Government Control

Canon Chase, Reformer, Files Complaint Against Trade Practices He Terms Unfair

Washington—First effort to secure Federal regulation of the industry has been taken by Canon Scheafe Chase, "reformer," in filing with the Federal Trade Commission complaint against Will H. Hays and fellow officials of his association, Paramount, M-G-M, First National, United Artists, Fox, Universal, Pathe, F B O, Warners, Educational, Film Boards of Trade and arbitration boards in 32 zone centers, Halsey, Stuart & Co., Shields & Co. and Edward B. Smith & Co., bankers. He will follow up this action by reintroduction of the Federal censorship bill.

The attack, one of a series against the industry, follows that of W. W. Hodkinson, who July 27 stated he would file a complaint, asking for Federal action against the industry. The former distributor asks a cease and desist order from the government, against trade practices he alleges are unfair.

Chase's petition made on behalf of the Federal M. P. Council in America, complains of the standard form of exhibition contract, the activities of the Hays organization, Film Boards and arbitration boards, block booking and other practices, the direct and necessary effect and consequences of which is to enable the national distributors named to monopolize the industry. The banking concerns named are charged with misrepresetations of the film industry, it being cited that the industry was advertised in bond literature as the fourth largest industry of the country, whereas, Canon Chase avers, figures of the census bureau show it to be not better than the eighty-ninth industry, measured by value of commodities produced, and also with misrepresentations as to possible profits from film company stocks.

The commission is asked to order the respondents to discontinue the use of the uniform contract and from enforcing contracts, policies or practices by means of the arbitration boards, Film Boards, or the Hays organization; to discontinue block booking or blind booking; to stop the dissemination of false publicity concerning the industry, and to refrain from contributing to the monopolization and undue restraint of the industry.

If the commission fails to order the investigation asked, it will afford an opportunity for an attack by the reformers on that body as contributing to the efforts of the leaders of the industry to establish a monopoly.

Paul Fuller, Director, Falls 5 Floors to Death

Paul Fuller, director, fell five floors to his death last Thursday from a window in the New York apartment of Helen Greene, film actress. A party was in progress at the time of the accident and the people present did not know of the accident until an hour and a half after it happened when detectives knocked on the door to make investigation.

The party was in honor of Fuller's recent success in directing a new picture. No explanation of Fuller's death could be given except that he had accidently fallen from the window.

He was the nephew of Paul Fuller, former president of Pathe.

National Board of Review Honors 7 M-G-M Subjects

Seven Metro-Goldwyn-Mayer productions, four feature pictures, and three short subject novelties, have been selected for the Photoplay Guide by the National Board of Review. One of these films, Rex Ingram's "Garden of Allah" has received the exceptional honor of an asterisk to mark it as an especially interesting film, and has also been recommended to the Critique Committee of that organization, a high honor.

"Mockery," a Lon Chaney picture, is recommended in the Photoplay Guide and also to the Critique Committee.

In the same issue of the magazine the three Metro-Goldwyn-Mayer short subjects, UFA oddities are also recommended. They are "An African Adventure," "The Girdles of Venus," and "Soaring Wings."

"Adam and Evil," and "After Midnight," are both recommended in the last issue of the Photoplay Guide.

Select Tiffany Classics

Four Tiffany Color Classics have been selected by the National Board of Review for their yearly Photoplay Guide. These four short reel gems are: "The Barefoot Boy," "The Isle of June," "Fisherman's Luck" and "The Trail of a Ranger."

10 Feature Pictures On Paramount's Releasing Schedule For October

One of the biggest money-making productions on the Paramount 1927-28 program will be released during October when 10 feature pictures will be sent to exhibitors. Among those listed for general release are "The Rough Riders" "The Way of All Flesh," and "Underworld,"

The list of productions is as follows:

"The Rough Riders," with a featured cast. Released October 1.

"The Way of All Flesh," with Emil Jannings starred. Released October 1.

"Figures Don't Lie," with Esther Ralston starred. Released October 8.

"Shootin' Irons," with a featured cast. Released October 8.

"Shanghai Bound," with Richard Dix starred. Released October 15.

"A Gentleman of Paris," with Adolphe Menjou starred. Released October 15.

"Jesse James," with Fred Thomson starred. Released October 22.

"Now We're In the Air," a Beery-Hatton vehicle. Released October 22.

"Underworld," with a featured cast. Released October 29.

Stan Laurel and Oliver Hardy New Comedy Team

Hal Roach announces plans for the featuring, during the coming year, of a new starring team in M-G-M comedies, Stan Laurel and Oliver Hardy, following their sensational success in "Rough On Hats," will henceforth be co-starred in Roach's "All-Star" unit.

Both comedians have been with Roach several years, and have frequently appeared in the same productions, but never were given the opportunity as a team until recently.

In their next M-G-M production Laurel will appear as a knockkneed kilted Scot fresh from the heather.

W. C. Fields Injured

W. C. Fields was injured last week while working on "The Side Show," his latest for Paramount.

Struck by a truck and dragged several feet while riding a bicycle along a concrete road, Fields was believed to have been in a critical condition when taken to the Hollywood hospital.

Word later, however, was that the injury was severely painful, but does not threaten the comedian's life. He will be confined to the hospital for several weeks, it is thought.

Universal Pays $225,000 for Rights to "Broadway"

Universal has paid $225,000 for the picture rights to "Broadway," Jed Harris' stage success. This is believed to be the highest price ever paid for a screen story. The New York to London photoradio and radiophone played an important part in the closing of the deal.

With Carl Laemmle, "U" head, in London and Jed Harris in the Universal office in New York, the eleventh page of the contract was transmitted to the Savoy Hotel in London by photoradio, and Laemmle's signature was sent in the same manner to New York. In closing the deal Mr. Harris and Mr. Laemmle held a conversation over the radiophone, atmospheric conditions being so good as to render the words as clear as if it were an ordinary telephone conversation.

This novel method of transacting business was necessary because there were other companies bidding for the rights to "Broadway," which is considered an exceptionally good screen vehicle.

"Big Boy" To Make Irish-Jewish Comedy

"Big Boy," Educational's baby star, is taking a whirl at the Jewish-Irish type of comedy which is so popular at present, in the next starring vehicle in his series of eight two-reel comedies. It is his second comedy for Educational under his new contract which calls for his being starred in his own Big Boy-Juvenile series, although he will not be four years old until next month (November). "Shamrock Alley" is the title which has been chosen for the picture.

The picture, which is laid in the tenement house district of New York City will show "Big Boy" as the son of Irish parents who are continually scrapping with a Jewish family in the same apartment. Hy Mayer and Eva Thatcher will be seen in the principal supporting roles.

"Flower Of Spain" Is Vilma Banky Title

Samuel Goldwyn has decided to name the forthcoming Ronald Colman-Vilma Banky feature "The Flower of Spain," instead of "Leatherface," as already announced. The story is based on the novel by Baroness Orczy. Its scene is laid in Flanders during the Dutch rebellion against King Philip of Spain. Fred Niblo will direct the production, scheduled to begin within the next two weeks.

Torrence Has An Important Role in "Cossacks"

Ernest Torrence, who appeared with John Gilbert in "Twelve Miles Out," and had a strong role in another recent M-G-M hit, "Captain Salvation," has been signed for an important part in Gilbert's forthcoming vehicle, "The Cossacks," which is likely to be one of the most ambitious efforts of the M-G-M organization for the coming season.

In "The Cossacks" Torrence will have the part of Gilbert's father, a Cossack chieftain.

Cast Sequel To "Wings"

Final casting on "The Legion of the Condemned," Paramount's companion picture to "Wings," was made today with the placing of Francis McDonald in an important role. Production started last week.

"Jesse James" On Broadway

"Jesse James," the first Fred Thomson starring vehicle for Paramount, will be given an extended run at the Rialto Theatre, New York City, immediately following the close of the current attraction at that house.

This information is noteworthy for three reasons. First: It is the first time Broadway audiences will be afforded the opportunity of seeing the star who is now mentioned in the same category as Tom Mix or Ken Maynard. Secondly: It is the first time in the history of Broadway theatre bookings that a picture of the type of "Jesse James" has been bought for a house on that street. Third: Never before has this type of production been booked for an extended run on Broadway.

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HARRY ALLEN
AND
NAPOLEON BONAPARTE
Story by H. H. Van Loan
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Silent Hero
A Thrilling Story of the Northlands - of a pal who laid down his life for his master. Only a capable craftsman could have written this story of courage & devotion!
SECURITY PICTURES CO.,
OMAHA, NEBR.

Exhibitors Demand Open Market Buying At Parley

Action Is Aimed Against Chain Buying Power; Block Booking Will Also Be Attacked

NEW YORK, Oct. 12.—(Special by wire).—At today's session of the Trade Conference Parley the exhibitors' demand for open market buying with each theatre in a competitive zone standing on its own as a unit in buying pictures without regard for affilliations will be heard. This action is aimed at chain buying power. Producer-exhibitors are expected to wage a strong fight against the passage of this measure. And a lot of other fireworks are expected.

The conference has proceeded rapidly thus far to whip its programs into shape. A resolution at the exhibitors' first meeting held Tuesday night was passed to attack alleged unreasonable protection and block bookings.

The conference is divided into three divisions. Each branch meets separately and then joint sessions are to be held. The trade commission will have the final say on resolutions adopted and, if approved, will undertake to enforce them.

"Tillie" Injunction Is Granted To Christies By Federal District Court

A permanent injunction has been entered in the Federal District Court at Boston in the action brought by Christie Film Company against Paramount Manufacturing Company, Maurice M. Green, Irving I. Green and Don DeMatteo, all of Boston, for infringement of the copyright to "Tillie's Punctured Romance," a new production of which is being made by Christie Film Company for release through Paramount.

The decree restrains the defendants from possessing copies, from making or causing copies to be made in whole or in part, from exhibiting, selling or offering for sale any copies of the picture or any imitation thereof, and from in any manner infringing the Christie copyright.

Laemmle's Plan of Showing Cast at End of Film is Popular

Although Carl Laemmle's innovation of repeating the cast of characters at the end of Universal pictures for the benefit of "fans" who want to identify the players, has only been in vogue for about six weeks, ample evidence already has come to hand proving that the move is a very popular one. Reports from the public and exhibitors through the Universal exchanges, and personal letters to Laemmle praise the innovation and indicate its far-reaching importance in bringing picture personalities and the picture public closer together.

When he originally announced the plan, earlier this summer, Laemmle appealed to exhibitors and to operators to refrain from cutting the cast-repeat or stopping the machine before it could run through. It now appears that the appeal is being taken in good part and that a majority of houses are using the "repeat" as desired.

"Faust" Heroine Signed By United Artists

Camilla Horn, blonde European actress who was Emil Janning's leading lady in F. W. Burnau's production of Goethe's "Faust," has been signed to an American film contract by John W. Considine, Jr., president of Feature Productions, a United Artists production unit. Miss Horn will make her American film debut as John Barrymore's leading lady in the Barrymore vehicle to follow "Tempest," which is now being made with Vera Vorinina as Barrymore's leading lady.

Camilla Horn played Marguerite to Janning's Mephisto, and Gosta Ekman's Faust, in the UFA film which was released in America by Metro-Goldwyn-Mayer. She was "discovered" by Murnau, who was seated in a Berlin cabaret, when he was struck with the appearance of one of the dancers. He asked the girl to come to Neubabelsberg, where the UFA Studios are located. The girl, Camilla Horn, screened satisfactorily. She was cast as Marguerite.

Two New Rayart Pictures In Production At Studios

Word comes from W. Ray Johnston, president of Rayart Pictures Corporation, that that company now has in production two new features scheduled for release during the coming season as part of Rayart's Unbeatable Eighteen.

The first of these, "Heroes in Blue," with Duke Worne producing and directing, features John Bowers, Sally Rand and Gareth Hughes. This is a melodrama dedicated to the unsung heroes of our country—the fireman and police.

Camera work has also started on the next Trem Carr Production, "On the Stroke of Twelve," an adaptation by Arthur Hoerl of Joseph LeBrandt's famous old stage melodrama of the same name. The cast assembled by Director Charles J. Hunt includes David Torrence, June Marlowe, Lloyd Whitlock and Danny O'Shea.

These will be followed by "Casey Jones," based on the world-famous song, and "The Law and the Man," by Octavus Roy Cohen.

St. John On New Contract With Educational

Al St. John, popular comic who has been featured in Educational-Mermaid Comedies for the last three years, has been again engaged to play the featured roles in these fast-action laugh-makers. St. John, of late, has been supplying the comedy relief for such dramatic feature productions as "Open Ranger," for Paramount with Betty Bronson, and "American Beauty," for First National, with Billie Dove.

His first comedy under the new contract will be an automobile race comedy directed by Stephen Roberts. Several of the best known dirt track drivers, with their cars, have been engaged for the race scenes, which, of course, form an important sequence in the fun film.

Estelle Bradley has been cast as his leading lady, while Phil Dunham and Glen Cavender will appear in the principal supporting roles.

1st Nat'l Release Schedule Is Changed

Instead of "The Gorilla," First National will release on October 30 the newest Ken Maynard picture, "Gun Gospel." The other four October releases—"Rose of the Golden West," "American Beauty," "The Crystal Cup" and "Breakfast at Sunrise"—will be released as scheduled.

Regional Editions Will Begin With Paramount News Issue Number 18

Effective with the release of The Paramount News Issue No. 18, an exceedingly important step has been taken in the development of this news reel, namely the establishment of Regional Editions.

Emanuel Cohen, while editor of the Pathe News, conceived the idea of local editions and put it into effect there where it proved a decided asset in the development of that news reel. He then considered his national edition in the same light as the Associated Press in the newspaper field, and his Regional Editions in the catagory of the local papers.

There have already been established seven permanent Regional Editions. These Regionals are to be released (two a week) on the same days as the national editions are released, and are to be attached thereto at the exchanges, the regionals always being made the first story of the reel. Branch managers at cities where regionals are to be printed have been given complete instructions anent the physical handling and distribution.

Each regional edition will constitute from 100 to 200 feet of film. In physical dress, titles, etc., it will be exactly like the National Editions. Local laboratories representing The Paramount News have been provided with complete necessary equipment for this purpose, including type for titles, etc.

The Paramount News cameramen and representatives have been instructed that they are to cover for the Regionals only such stories as will be of interest to the patrons of the great majority of the theatres in their respective territories. They will act on the advice of Paramount exchanges on stories which they contemplate covering, or which it is thought should be covered.

No story will be covered that is intended to give publicity to any event or product, nor is the cameraman allowed to permit any advertising signs to be included in his pictures.

Rex to Star in New Series for Universal

Production was started this week on "Outlaws," the first of five feature productions in which Universal is starring Rex, well-known wild horse.

The pictures will be directed by Henry McRae and the leading human roles will be played by Jack Perrin and Kathleen Collins.

"The College Hero" Heads Columbia's Oct. Releases

"The College Hero," an entertaining story of modern college life, is the first October release on the Columbia schedule. A preview in Los Angeles recently brought out many favorable reports from the critics who proclaimed it one of the outstanding college pictures of the year.

The picture is unlike other college stories in that it does not deal in the overworked jazz-and-gin scenes, but throws its spotlight on the wholesome every-day life of the undergraduate.

With the help of Charley Paddock, champion sprinter of the University of Southern California who acted as technical advisor to Walter Lang, director, Columbia has brought to the screen a sparkling drama of university life. Ben Turpin takes the part of the school janitor, while the cast is headed by Robert Agnew and Pauline Garon. Churchill Ross, famous for his portrayal in Universal's "The Collegians," has a prominent part. Paddock takes the part of the football coach.

F B O Announces Changes In Branch Divisions

Lee Marcus, general sales manager of F B O Pictures Corporation, announces that several changes have been made in F B O divisions. C. E. Penrod, division manager in Indianapolis, will be in charge of the Indianapolis, Kansas City, St. Louis, Des Moines, Sioux Falls, Omaha, Milwaukee and Minneapolis exchanges.

Cleve Adams, with headquarters in Chicago, will be in charge of the Pittsburgh, Cleveland, Cincinnati, Detroit, Memphis, Oklahoma, Dallas and New Orleans exchanges.

Hector Turnbull Goes With Cecil B. De Mille

Another important change in the executive personnel of the studios was revealed last week with the announcement that Hector Turnbull, who has been affiliated with the Paramount organization as a writer and producer since the earliest days of Lasky and De-Mille, has terminated his connection with Paramount-Famous-Lasky to become an associate producer for Pathe at the Cecil B. DeMille studio.

In his many years association with Paramount, Turnbull has been responsible for a large number of that company's successes. Up to the time of his association with B. P. Schulberg, as a producer, he was in charge of all production at the Famous-Players-Lasky West Coast studio.

Start Filming "Wild Geese" At Tiffany

Tiffany Productions announces that the filming of "Wild Geese," a picturization of the novel of the same name by Martha Ostenso, has started. This novel, which ran in serial form in the Pictorial Review, won the $13,500 prize for the best novel submitted last year. The cast so far selected to play the principal roles, includes: Belle Bennett, Russell Simpson, Eve Sothern, Donald Keith, Jason Robard, Anita Stewart, Wesley Barry, Reta Rae, Austin Jewel, Evelyn Selbie, Frank Austin, Bert Starkey and Jimmy Mack.

It is estimated by the publishers of the novel that more than 2,000,000 people have read this interesting story of the northwest. "Wild Geese" has had a printing of eleven editions and has been translated into seven foreign languages.

Younger Signs With M-G-M

A. P. Younger, scenarist who, in less than two years, has handed Metro-Goldwyn-Mayer eight screen plays, two still in the making and the other six well up in the column of box office successes, is to devote his entire time to exclusive screen writing for that organization, according to announcement made last week, by Irving G. Thalberg, studio executive.

Younger attached his name to an exclusive M-G-M writing contract, after writing from picture to picture for that studio during the last two years.

Hersholt in "Abie's Irish Rose"

Anne Nichols last week personally picked Jean Hersholt, famous Danish character actor, to play the role of Solomon Levi, in Paramount's film version of her play "Abie's Irish Rose."

Help Yourself

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N-E-W-S B-R-I-E-F-S

Sam Sax, president of Gotham, has put his foot down on all rumors of a possible merger of Gotham and some other independent company. He brands the idea as being absolutely false.

* * *

May McAvoy's fourth starring picture for Warner Brothers is being made with the temporary title of "Silk Tights."

* * *

The American idea of "home movies" is beginning to worry British exhibitors. The increasing popularity of the fad is threatening the English field, according to a report from England. The low rental prices and the large number of home projectors now being sold is becoming a menace, says the English showmen. The fact that "popular prices" in England mean 75 cents to $1.50 adds to the danger.

* * *

A travel picture showing a trip around the United States is being made for use in German schools. The film will be exhibited on boats operated by the North German Lloyd line.

* * *

Film people in Los Angeles who are in the habit of getting divorces should mourn the death of Judge Summerfield, who passed away recently. Judge Summerfield had granted 16,000 divorces in the past eight years. Most of them were to film and theatrical people.

* * *

After two months on location for "Steamboat Bill, Jr," Buster Keaton is back at the studios in Hollywood for the interiors. It will be a United Artists.

* * *

Carl Laemmle arrived in New York from Europe last week. After remaining in New York for a few weeks the Universal president will go to Universal City to supervise studio and production activities.

* * *

Universal is receiving unsolicited praise for its innovation of reshowing the cast at the end of the picture.

* * *

First National has won the rights to produce "The Miracle."

The date has been set for the annual Naked Truth Dinner at the Hotel Astor, New York, for February 4. It will be a "western" affair, every cowboy player on the screen having received an invitation.

* * *

"Three Rainy Nights" is the title of the picture chosen for Laura La Plante's next picture for Universal.

* * *

"The Legion of the Condemned" is the sequel to "Wings" which went into production last week with Gary Cooper as the star.

* * *

John Emerson and Anita Loos are planning to retire when they dispose of certain "irons in the fire." Emerson is the husband of Anita, who won overnight fame with her "Gentlemen Prefer Blondes." Both parties have contributed many stories for the screen.

* * *

Now comes the "5 and 10" plot. Since Mary Pickford started production on "My Best Girl," a story of the 5 and 10 stores, a number of companies have announced intentions of making stories dealing with the same locale.

* * *

James Ormont has completed work on "Polly of the Movies," a First Division picture. Titling and editing is now under way.

* * *

The American Irish Vigilance Committee has filed with the Federal Trade Commission to dissolve the Hays organization as a combine operating in restraint of trade. The move follows the campaign by various Irish organizations against pictures deemed objectionable to Catholicism and the Irish race. Officials of the Federal Trade Commission, in line with its policy, refused to discuss the complaint.

* * *

Alice White and Larry Kent, popular young First National players, have renewed their contracts.

* * *

Camera work has been completed on "Over the Andes," Douglas Fairbanks' latest for United Artists.

* * *

Carlyle Blackwell, an idol of a few years ago on the American screen, plans to build his own studio in England. He has been starring in British pictures.

Clem Beauchamp, the dapper young comedian who has been seen in Educational-Mermaid comedies, has changed his name to Jerry Drew. Under his new name he will star in his own pictures, the first of which will be "Brunettes Prefer Gentlemen." Beauchamp has been directing under the name of Drew.

* * *

Rex Ingram is reported to be seriously ill in Nice, France. Drinking bad water in northern Africa while on location for a coming picture is said to have been the cause. He will be unable to work for six months.

* * *

Columbia Pictures announces that George B. Seitz has been selected to direct "The Tigress," Jack Holt's initial picture for Columbia. Dorothy Revier will play the feminine lead.

* * *

Monte Blue will make another ocean story for Warner Brothers. His first of this type was "Across the Pacific," a tale of the Spanish American War. His next, "Across the Atlantic," will be a little more modern as its theme will be an airplane hop across the big pond.

* * *

Gordon White, publicity director and advertising manager for Educational, became the father of a 10½-pound baby boy last week.

* * *

Louis B. Mayer, vice-president of M-G-M expressed himself in New York last week as being of the opinion that star salaries can't go much higher. He said, "The income of the picture business has about reached its peak what with the elegance and magnitude of the new-day theatres and presentations.

* * *

Great Britain will present 70 pictures from its studios during the present season.

* * *

"The Devil's Mantle," a story published in Liberty, has been bought by Pathe for serial adaptation. Frank L. Packard is the author.

BOWLING NOTES

Owing to the failure of the editor to arrange a satisfactory contract with last year's Bowling League sports writer, last week's issue did not contain any comment on the high-lights of the various games and the conduct of the individual players. Last year the sports writer received no remuneration and insisted on a similar contract this year. Mr. Fletcher finally agreed, though he really felt that such talent as was brought to light last winter should not go un-rewarded.

o o o

There was a big turnout the first night—the big applying mostly to one individual—namely, Gus Harms. Regardless of how low Gus might ever fall in the average column—there is no doubt but what he will always be the biggest bowler in the league.

o o o

Frank Hensler rolled the high game on the opening night, getting 231; he also had high series with a 613 total. If Frank keeps that up, he will soon be in Jimmie Smith's class.

o o o

George McCool did a Red Grange and turned in a 77 for the low game of the evening—guess George must have thought we would get the connection and would mention "One Minute to Go." Don't want to disappoint you George, so there it is.

o o o

Fischer of Paramount was at the bottom of the pile with his 315 total—he did not lack company as quite a few of the boys failed to tumble 400 pins.

o o o

Monday night, October 10 was truly a red letter day (in so far as the bowling teams were concerned—for that night marked the beginning of the Ladies Film League—two teams, were formed, the F B O team played the girls from the Metro-Goldwyn and Warner exchanges.

o o o

First honors in the new league go to the F B O team as they won two games out of three. The second game was exceptionally close and F B O was only one pin ahead after the score was added. Miss Gilchrist of the winning team turned in a 90 in this game—this being the high score of the evening.

o o o

Mrs. Trent upheld the Metro honors by getting high total for the three games.

o o o

Donnie Bush, so the story goes, benched Kiki Cuyler because he refused to slide into second after being given the signal to slide. Last night Mr. Hensler was seen to call Miss Anderson aside and talk to her during the game. Miss Anderson was seen to nod her head in consent to the instructions that were given her. On her next attempt she made a beautiful slide—now one can't help but wonder if that is what Frank told her to do and if the Cuyler case was fresh in her mind and she was afraid not to follow instructions.

o o o

Miss Blesh had 8 perfect frames; here is what it looked like if you have never seen it before: 0-0-0-0-0-0-0-0 Sixteen balls in the gutter, one right after the other; perhaps it wouldn't be fair to tell just what her score was for that game, but in all fairness to the young lady, she did finally get some of them down.

o o o

Metro-Goldwyn and the F B O-Warner teams are tied for the top of the heap in the percentage column—each team has won five and lost one.

o o o

The honor, if such may be termed, for shooting the lowest game goes to Fischer of the Paramount team with his score of 88.

o o o

Comer of the F B O team with his 213 was high man for the second time and Doherty also of the same team had the only other game over 200, his score being 202.

o o o

Some of the teams last Monday were able to win because they were short handed. A very good example of this was the match between the United Artists-First National team and the Paramount boys. Paramount had five men on hand—in fact it was the only team that was full out of the six. United Artists-First National team only had 3 men—125 was used for Straw and in the first game only 2 out of the 8 rolled over 125.

o o o

When the team captains meet Saturday, something surely ought to be done regarding a condition such as this. Surely no team should be allowed to bowl with two straw men especially if 125 is to be used for straw score. If the fellows who have signed up to bowl are not going to turn out any more consistently than they have the first two Monday nights, then it would seem advisable to go back to four men teams. This is merely a little food for thought. If any of the other bowlers have any suggestions which they think might help things along, would suggest that they get in touch with Bill Barker of the Paramount exchange and give him all the dope.

LATE NEWS BULLETIN

Exhibitors Would Limit Buying Power of Chains

NEW YORK, Oct. 13.—(Special by Wire).—The entire Wednesday session of the trade practice conference revolved around the resolution made by the exhibitors which would limit the buying power of theatres affiliated with producers-distributors so that unaffiliated theatres may have a chance at first runs. The distributors expressed themselves as being strongly opposd to the measure.

Commissioner Abram Myers declared that the conference was falling behind schedule. He has ordered more speed by eliminating the introduction of controversies which have no bearing on issues under discussion.

Iowa and Nebraska Show Increase in Theatre Construction During 1926

Theatre construction in Iowa during 1926 showed a decided increase over construction in 1925, according to a detailed comparison made by the United States Department of Labor. The report for 1927 is not yet available.

Sioux City led in theatre construction. Five theatres were erected at a total cost of $1,882,200. In 1925 two theatres at a total cost of $240,000 were constructed. Des Moines ranked second with five theatres at a cost of $1,721,765. This shows a large increase over 1925 when three theatres were built at a cost of $11,500.

Other Iowa cities show the following figures: Burlington, 1925, none; 1926, one, $15,000; Cedar Rapids, 1925, none; 1926, three, $334,470. Council Bluffs, 1925, three, $7,500; 1926, one, $5,000. Davenport, 1925, four, $191,500; 1926, one, $6,600. Waterloo, 1925, none; 1926, two, $277,500.

In Nebraska, Omaha saw the erection of six new theatres at a total cost of $1,671,000 in 1926. The 1925 record shows that seven theatres were built, totalling $544,500. One theatre was constructed in Lincoln in 1925 and another in 1926. Figures for 1925 showed $10,000 while the house built last year cost $50,000.

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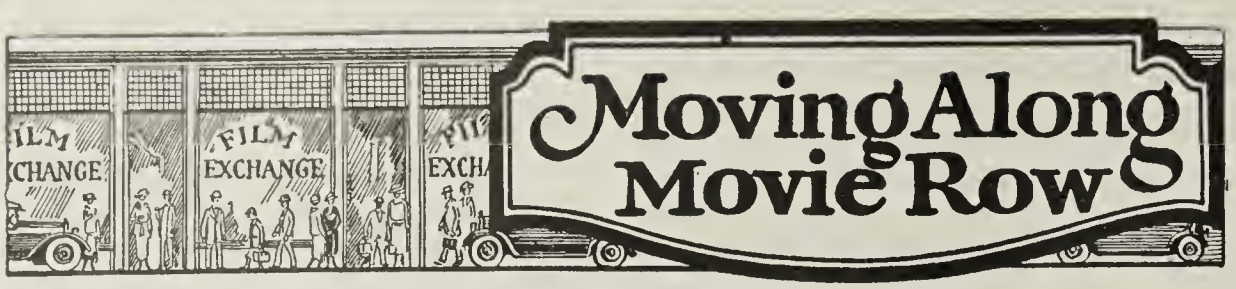

Goodage of the Lyric Theatre at Leigh, Nebr., was in Omaha last week.

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H. J. Chapman of Universal attended a meeting of branch managers at Chicago, Ocotober 7 and 8.

* * *

C. E. Williams, president of the M. P. T. O., Omaha, and H. F. Kennedy, of the Lyric Theatre at Broken Bow, Nebr., left Friday night for New York City to attend the Federal Trade Practice Conference called for October 10. Mr. Kennedy is the alternate to E. A. Harms of Omaha.

* * *

Mr. and Mrs. L. H. Ireland of the Pastime Theatre at Logan, Ia., were visitors at the Exchange Bldg., last week.

* * *

Mrs. M. C. Freed of the Thelma Theatre at Pemder, Nebr., was seen along Film Row last week.

* * *

D. E. Cottrell and W. W. Lewis of Meadow Grove were callers at Film Row last week.

* * *

M. L. Redler of the Auditorium at West Point, Nebr., was visiting the exchange last Monday.

* * *

The Strand Theatre at Cedar Rapids, Ia., opened with their first Vitaphone picture, "When a Man Loves," Sunday, October 9. Earl Bell, branch manager of Warner Bros., at Omaha attended the opening.

* * *

Luther McCarthy, First National representative, established his temporary residence at the Fontenelle Hotel.

* * *

O. H. Robertson of the Crystal Theatre at Scribner, Nebr., was along Movie Row Friday, October 7.

* * *

Mr. Budd and Mr. Van Tassel of the Armory and Swan Theatres at Clarinda, Ia., were in Omaha last Monday.

* * *

Mrs. Dolly Bugee of the First National staff has been taken to the hospital where she is suffering from the aftermath of injuries incurred in an accident several years ago.

* * *

N. H. Garvin of the Hastings Theatre Corp., of Hastings, Nebr., was along Movie Row last Monday.

R. C. Moore of the Strand Theatre at Orleans, Nebr., visited Movie Row last Monday.

* * *

We understand that several of the Paramount men took time out to go pheasant hunting.

* * *

W. Woltz of Jefferson, Ia., has remodeled the Auditorium for the New State Theatre, and purchased two power machines with Mazda equipment, lobby frames, and various other supplies from the National Theatre Supply Company.

* * *

R. W. Small of the Markle Theatre at Wymore, Nebr., visited Omaha Thursday, October 6.

Three Tiffany's Ready For Renown Release

Harry Lefholtz, manager of Renown Pictures, Inc., distributors of 1927-1928 Tiffany Productions, reports that the first three of the Tiffany Color Classics have been booked in all of Publix's Class A theatres.

Mr. Lefholtz expects a number of outstanding and large pictures on the Tiffany schedule this season. "Once and Forever" will be the first release and features Patsy Ruth Miller and John Harron, supported by Wm. V. Mong, Burr McIntosh, Emily Fitzroy. "Woman's Wares" will be the second release and "The Girl From Gay Paree" will be the third.

Mr. Lefholtz states, "Our line up of pictures are of such calibre and quality that I feel exhibitors of this territory will be proud to show them to their patrons."

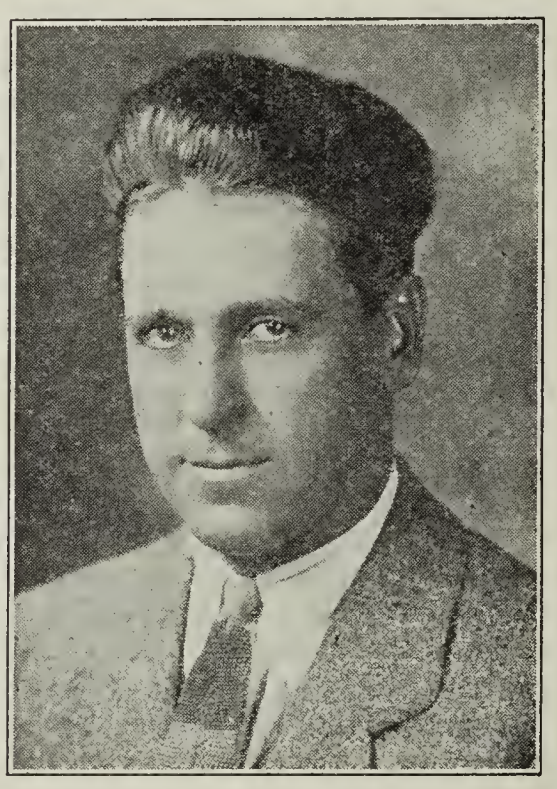
Liberty Distributing Fight Film in Nebraska

The most talked of fight in the history of pugilism, the ten round sensational battle between Gene Tunney and Jack Dempsey at Soldiers Field in Chicago, September 22, is being distributed in Nebraska only by Liberty Films. The seventh round which created such a difference of opinions is shown in slow motion. These fight pictures are a great success in every territory in which they are shown.

The pictures played last week at the Auditorium, Omaha, and at the Capitol, Lincoln.

Rudy Faulds Appointed National Mgr. at Omaha

R. G. Faulds who for the past two and a half years has been selling equipment and supplies in Minnesota and the Dakotas, has been transferred by the National Theatre Supply Company to Omaha, Nebr., in the capacity of branch manager of the Omaha National branch store.



R. G. FAULDS

Mr. Faulds will assume charge immediately and will have as his assistants in the Omaha territory, I. E. Newman and Joe O'Neill, both of whom are being transferred from the general offices in Chicago. Mr. Newman is an equipment expert and engineer, thoroughly trained in modern theatre equippage. Mr. O'Neill will have charge of office sales and service.

Before assuming charge of the Omaha office, Mr. Faulds spent a week at the general offices in Chicago, where he received instructions in the working of the National Complete Service Plan.

Exhibitors:—

Send in Your Short Subject Box Office Reports. . . .

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING OCTOBER 8

SUN

Ben Hur, Ramon Navaro.

Distributed by Metro-Goldwyn.

BUSINESS: Excellent.

AUDIENCE REACTION: Very favorable.

HIGHLIGHTS: Chariot race, settings and colored scenery.

THEME: Revenge of Ben Hur upon the Romans for his exile under false accusation of his trying to murder the Emperor. Exile and rescue of his mother and sisters.

EXPLOITATION: A chariot was paraded on the streets every day during the run.

SUMMARY: A record breaking picture.

ENTERTAINMENT MERITS: 100 per cent.

RIVIERA

Underworld, George Bancroft.

Distributed by Paramount.

BUSINESS: Very good.

AUDIENCE REACTION: Very well pleased.

HIGHLIGHTS: Breaking jail; a machine gun battle with police.

THEME: A crook story of the underworld; love of two men for the same girl.

SUMMARY: A good crook story.

ENTERTAINMENT MERITS: 95 per cent.

WORLD

The Climbers, Irene Rich.

Distributed by Warner Brothers.

BUSINESS: Fair.

AUDIENCE REACTION: Good.

HIGHLIGHTS: Comic moments.

THEME: A Spanish noblewoman is exiled to New Spain and falls in love with a bandit.

SUMMARY: A good program picture.

ENTERTAINMENT MERITS: 80 per cent.

RIALTO

Prince of Head Waiters, Lewis Stone.

Distributed by First National.

BUSINESS: Good.

AUDIENCE REACTION: Very good.

HIGHLIGHTS: College boys in hotel, cafe scenes, the climax..

THEME: A college boy is aided by a headwaiter whom he does not know to be his father.

SUMMARY: A good picture.

ENTERTAINMENT MERITS: 85 per cent.

MOON

Good as Gold, Buck Jones.

Distributed by Fox.

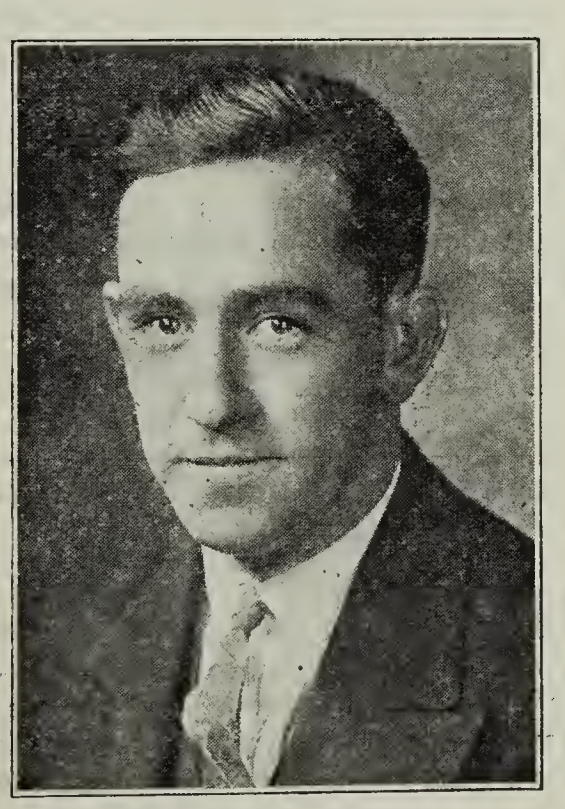
BUSINESS: Good.

AUDIENCE REACTION: Very good.

HIGHLIGHTS: Scenes at the Grand Canyon.

THEME: A typical western with good thrills.

ENTERTAINMENT MERITS: 95 per cent.



Joe O'Neil, new office manager at the National Theatre Supply Co. branch in Omaha.

"Big Parade" and "Ben Hur" Breaking Records

"The Big Parade" broke every house record existing for the last twelve years on a two-weeks run at the Sun Theatre in Omaha.

"Ben Hur" which had to be held over two weeks in Omaha is having the same success at Lincoln, Nebr., where it stood them up for the entire run at the Lincoln Theatre.

Both pictures played Omaha and Lincoln as road shows, "The Big Parade" breaking all records for any road show on the first run in Omaha.

Correctionville to Vote on Sunday Shows

The vote on the Sunday shows will be taken at Correctionville, Iowa, next week when a special election will be held to decide the question. The vote of the citizens will decide and the prophecy is that the Sunday shows are due to be banned there.

CURRENT RELEASES

Week of October 15, 1927

EDUCATIONAL

Seeing Stars, George Davis, (2).

No Fuelin', Felix, (1).

Here and There in Travel-Land, Hodge Podge, (1).

FOX

The High School Hero, Star cast ,(6).

Northern Alaska Today, Variety, (1).

FIRST NATIONAL

The Crystal Cup, Mackaill-Mulhall, (6).

F B O

Loves of Ricardo, George Beban, (7).

The Boy Rider, Buzz Barton, (5).

New Faces for Old, Beauty Parlor (2).

LIBERTY

Dempsey-Tunney Fight, (2).

The Old Prospector, Edgar Guest,

METRO-GOLDWYN

Body and Soul, Aileen Pringle, (7).

The Call of the Coo-Ku, Max Davidson, (2).

MIDWEST

The College Hero, Bobby Agnew, (6).

PATHE

Hawk of the Hills, No. 8, (2).

Lindy's Cut, Aesop Fables, (1).

The Forbidden Woman, Jetta Goudal, (7).

Smith's Cook, Ray McKean, (2).

Their Second Honeymoon, Taylor Holmes, (2).

Up the Ladder, Grantland Rice, (1).

PARAMOUNT

Shanghai Bound, Richard Dix, (7).

A Gentleman of Paris, Adolphe Menjou, (7).

Fantasy, Novelty, (2).

Ko Ko Chops Suey, Inkwell, (1).

UNIVERSAL

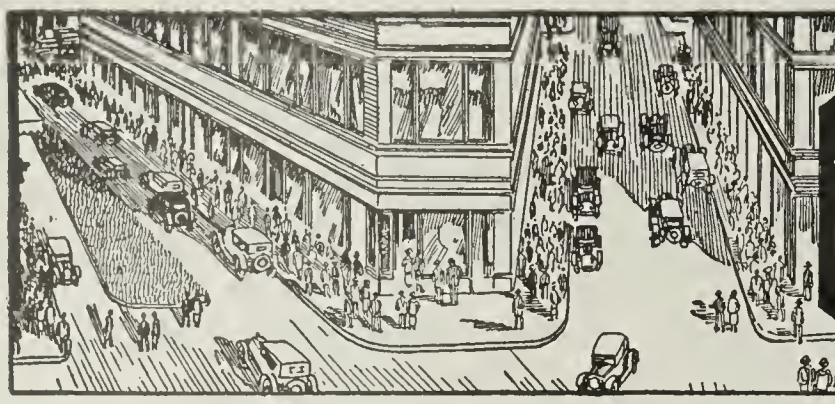
Straight Shootin', Ted Wells, (5).

Great Guns, Oswald, (1).

The Lady in White, Hayden Stevenson, (2).

All For Uncle, Mike and Ike, (2).

South of Northern Skies, Jack Perrin, (2).



DES MOINES FILM MARKET

BRIGHT BITS *and* NEWSY NOTES

Charles Peterson of the Windsor Theatre at Hampton was in Des Moines for the Shrine ceremonial. Several other exhibitors who were in for the Shrine affairs also visited Film Row.

* * *

A. A. Williams has sold the Opera House at Rowan, Iowa. The new owner is R. Viska.

* * *

George Naler, manager of the Universal office, went to Chicago for the managers regional convention. He was expected to return Saturday.

* * *

John Veenschoten, who has been quite ill with blood poisoning from a carbuncle on his neck, is now recovering. He is manager of the Hiland Theatre, a Des Moines suburban house.

* * *

D. A. Powers has sold the National Theatre at Lucas, Iowa. The theatre was formerly owned by G. W. Thomas.

* * *

Frank Merz is convalescing at the hospital at Waterloo, Iowa. Mr. Merz has theatres at Cowgon and Jessup.

* * *

Harry David, district manager for Publix shows, just returned from a coast to coast hop. He was out to the Pacific coast on business and got to Des Moines just in time to start east.

* * *

Little Jack Little, whom report has it was born at Waterloo, Iowa, and who has been making a tremendous hit in Iowa theatres through his great popularity on the radio programs, is billed for the week at the Capitol Theatre, Des Moines.

Adair House Remodels

W. T. Briggs has the management of the Palace Theatre at Adair, Iowa, which has been remodelled and newly equipped. Mr. Biggs also has theatre interests at Anita, Iowa.

WHAT THE PICTURE DID FIRST RUN

AT DES MOINES THEATRES WEEK ENDING OCTOBER 8

DES MOINES

Underworld, Evelyn Brent, Clive Brooks, George Bancroft.

Distributed by Paramount.

BUSINESS: Good.

AUDIENCE REACTION: Very favorable.

HIGHLIGHTS: Machine gun battle with police.

THEME: Crook story in which it is proved there is honor among thieves.

SUMMARY: One of the best crook films ever made.

ENTERTAINMENT MERITS: 95 per cent.

CAPITOL

The Stolen Bride, Billie Dove, Lloyd Hughes.

Distributed by First National.

BUSINESS: Good.

AUDIENCE REACTION: Satisfactory.

HIGHLIGHTS: The banquet scene, the escape of the bride.

THEME: A countess who loves a young man of peasant birth, is forced to consent to marry a man of her rank, whom she does not love. By a clever ruse she escapes and goes to her true lover.

SUMMARY: Good at the box-office and excellent entertainment.

ENTERTAINMENT MERITS: 95 per cent.

STRAND

Alias the Lone Wolf, Bert Lytell, Lois Wilson.

(First Half of Week).

Distributed by Columbia.

BUSINESS: Good.

AUDIENCE REACTION: Enjoyed picture.

HIGHLIGHTS: Battle of wits between "Lone Wolf" and crook gang, identity of the "Lone Wolf" is revealed.

THEME: Romantic crook story in which the "Lone Wolf" proves to be a government agent.

SUMMARY: Excellent box office attraction.

ENTERTAINMENT MERITS: 90 per cent.

STRAND

Babe Comes Home, Babe Ruth, Anna Q. Nilsson.

(Last Half of Week).

Distributed by First National.

BUSINESS: Very good.

AUDIENCE REACTION: Favorable.

HIGHLIGHTS: Babe wins the ball game.

THEME: Baseball story in which the hero's girl insists he chew gum instead of tobacco, thus ruining his baseball playing ability. She gives him a plug of tobacco just in time and he wins the game.

SUMMARY: Good attraction.

ENTERTAINMENT MERITS: 90 per cent.

The Crystal at Waterloo Is Open Again

September 17 was the opening date of the Crystal Theatre at Waterloo, Ia., which was closed for almost a year following fire which practically destroyed the theatre interior. New furnishings have been put in the Crystal and entire new equipment installed. The theatre is operated by Ford-Diebold.

Strand at Council Bluffs Is Being Remodeled

Morris Cohen, half owner of the Strand Theatre at Council Bluffs is remodeling without closing the theatre. Work on the exterior of the house has already been finished an a complete transformation is being effected on the interior of the house. It will probably be a month before the theatre is entirely remodeled.

EXPLOITATION IDEAS AND HINTS

Canary First Prize In Co-op Page Contest for "U" Mystery Film

For securing a big newspaper flash at little cost, there is probably no better way than the use of a co-op page, according to A. J. Sharick, Universal's exploiteer in the Cleveland territory. Working on this theory he has recently put over several novel pages, among the best being one in the Sandusky Star-Journal for "The Cat and the Canary," Universal's big Paul Leni production.

Across the top of the page ran the lines: "Free Tickets to See 'The Cat and the Canary'—Star Theatre—Starting Sunday." At each side were catchy line drawings taken from an ad cut shown in the press book. Between was a box giving details of the contest conducted in connection with the page.

In each of the nine merchant ads which made up the page was the head of a Universal player. They included Laura LaPlante, Flora Finch, Tully Marshall, Creighton Hale, Gertrude Astor, Martha Mattox, Forrest Stanley, Arthur Edmund Carew and Jean Hersholt. These heads were very ingenuously cut from the publicity stereos prepared by Universal for this picture.

To win one of the prizes the contestant had to correctly identify these players and write a 50-word story on "Why I Like One of These Stars." The first prize was a canary donated by a new pet shop; the second, five pairs of tickets to the Star Theatre; the third, three pairs of tickets; and for the ten next best answers, one ticket each.

Jungle Lobby For "Chang" At Stamps, Ark.

A good jungle lobby display was promoted recently by S. M. Powell, owner and manager of the Brown Theatre, Stamps, Ark., for "Chang."

Mr. Powell stretched poultry wire across the front of the lobby and placed cut-out letters 26 inches high spelling out "Chang" to this wire. He filled each hole with Spanish moss letting the moss hang from six to ten inches below the wire. Stuffed animals were placed around the lobby while a live owl was placed in the center.

The simple display proved a good patron-puller.

Exhibitor Makes Use Of a Lindbergh Parade in Ill.

Carol McPike, manager of the LeClaire Theatre, Moline, Ill., "pulled" a good one when Col. Lindbergh came to town. A parade was scheduled for the noted flyer and the streets were lined with people awaiting the march. About 15 minutes before Lindbergh was scheduled to drive along the streets, McPike directed a banner float on a truck announcing "Drums of the Desert." Practically the whole town saw the announcement although it was not a part of the Lindbergh reception parade.

The stunt was profitable, McPike declares.

Pretty High School Girls Ballyhoo "Painting Town

In ballyhooing "Painting the Town," the first Universal-Glenn Tryon picture, R. B. Thomas, manager of the Empress Theatre, Fremont, Neb., procured the services of five of the prettiest girls in the Fremont high school. He dressed them in painters' suits and caps and then had them patrol the downtown streets of his city. He had to depend upon their faces being pretty enough to make people turn around for a second look for on the back of their coats was lettered: "Painting the Town, Empress."

Accordion Contest Builds Business in Ridgeway, Ill.

An exploitation stunt for no special picture but used as a business builder was promoted successfully recently by Bruce Carter, manager of the Strand Theatre, Ridgeway, Ill.

The stunt was an accordion contest. Mr. Carter learned that there were several old-time accordion players in the neighboring towns and country. Through these men he learned of many other accordionists. Realizing the great amount of talent in the vicinity Mr. Carter set a date for an accordion contest on the stage of his theatre.

The date was set far enough ahead to assure plenty of advance publicity. An instrument valued at $25 was offered for the winner, the accordion being placed in the window of a down town store. Mr. Carter tells us that the stunt packed them in, and he advises exhibitors who want to build up some business to try the stunt.

Sample Perfume For "Hula"

When "Hula" played at the Princess Theatre, Sioux City, Ia., L. E. Davidson, manager, arranged with a company to distribute 3,000 sample bottles of a new perfume. The bottles were attached to a card announcing the picture.

Harold Lloyd's Pathe comedies are still popular as proven by this remarkable display by a Kansas City theatre.

Newspapers Feature "Ben Hur" Campaign In Indiana

Heavy newspaper advertising marked the campaign which Manager Bill Connors of the Lyric Theatre, Marion, Indiana used to promote his performance of "Ben Hur."

The heaviest newspaper campaign ever seen in Marion was used on "Ben Hur." Large display ads were carried in the Marion papers and also in fifteen newspapers in smaller, surrounding towns. In addition to the display ads a teaser campaign was run in advance of the regular and extra advertisements. A great deal of free publicity was also arranged for.

A contest, called, "Do You Know Contest," was used for one week in advance of play date. The questions asked were pertinent to the picture and prizes consisted of cash and tickets. It created a great deal of interest and free publicity.

Twenty-two by twenty-eight inch art cards and four thousand book marks were placed in the public library one week in advance of the feature. The publicity value of this library display was incalculable. Also a book display was made possible with the most exclusive book store in town. This window carried an oil and art card display tied up with the novel by Gen. Lew Wallace from which the film was made.

Ten small individual frames with stills and play date were placed in the ten best stores of the city. Oil paintings and large cut-outs were also placed in other choice loop locations.

Envelope Gets Publicity For "The Missing Link"

When the Rivoli, St. Joseph, Mo., was getting advance publicity for "The Missing Link," information about the picture was sent out in envelopes. In order to insure the recipient of reading it, the management placed a line which read: "Open Me First—I'm Not a Bill."

The stunt was well received. It is a convenient form of advertising as it is not limited to any one picture.

"Ben Hur" Over Radio

When "Ben Hur" opened at the Pantages, Salt Lake City, a radio announcer was given a box with the microphone at his side. He told the story through the air as he watched the picture. Frant Pemberton, manager of the house, said that thousands of congratulatory letters were received.

An AD-itorial

By R. C. "Bob" Gary

Does advertising in the newspapers pay? Some of the exhibitors in small towns think not, because they have the only theatre in their town. They think that if the people want amusement they must just naturally come to their theatre so why advertise. Why not save that money? He can put on old pictures, charge top price of admission and coin money, then when he gets enough, sell out and open a house in a large city. That's one view—here's another: An exhibitor in a large city is forced to advertise because all the other theatres in the city do. First they started to place their ads in the Sunday editions only, using half page displays, and that required a big outlay of cash, but Mr. Blank had to go, so he just groaned and slapped in his big ad, put out plenty of paper and window cards, played the best pictures the market afforded and made money—why?

Of course he believed if he bought a country theatre he'd make more and get away from the costs of big ads, first run theatre, and heavy billing, so he picked out the same town where the same man had the only theatre, and the town by the throat. Mr. Ego laughed at a competitor coming in where he was so well known that everyone called him by his first name, nevertheless Mr. Blank looked over the town, got himself a location and started to build a fine little theatre. When it was finished, his schooling in the big city just seemed to be natural. He first went to the paper and found he could get a page ad for seven days for the price he paid for one insertion in the big city. He grabs at it. He then starts to get store windows lined up for cards. He put out as many one sheet boards as the town would stand, and opens with pictures that were noted for their clean moral tone, real consistent entertainment; bought the best comedies and newsreels on the market. Did he get patronage? He certainly did!

To make a long story short, Mr. Blank is still in that little city—he now owns the other fellow's theatre. The newspaper runs a column of live film news. He maintains his first policy—Give the public the best in entertainment, comfort, courtesy—advertise it every way possible and they will keep coming with their money.

If you are not getting the business you think you should don't always blame the picture. Look over your theatre, there may be a few improvements that would help make your patrons more comfortable. No picture is pleasing, if the patron is ill at ease. Don't have your lobby resemble a dime museum with posters—frames are nicer to your prospective customer's eye, and as we said before, give your patrons comfort, clear projection, courteous attendants, clean lobby, smiling cashier, gentlemanly doorman and pleasing music. And you will get the business.

"Big Parade" Exploited Well at Logansport, Ind.

Manager W. Linsey, assisted by an M-G-M exploiteer, recently put on a fine exploitation campaign to promote his showing of Metro-Goldwyn-Mayer's "The Big Parade" at the Paramount Theatre, Logansport, Ind.

A forty foot banner, bearing the title of the great film was hung over the entrance to the lobby. This banner went up a week in advance of showing, and remained up during the entire week of the engagement. It could be plainly seen from the town's single car line.

Five thousand throwaways were distributed at the County Fair Grounds. This was done the last day of the fair, the day when the money prizes of one thousand dollars were being given away, and the attendance was enormous. It made a fine flash for the picture.

Besides this, five thousand more heralds were distributed in Chicago. These were inserted in the Sunday papers and reached the homes of prospective theatre patrons.

Through an agreement with several merchants and one of the newspapers, seven thousand newspapers are delivered free into all the homes of the surrounding, smaller towns. The theatre inserted ads into this edition of the paper, boosting the film.

Twenty street cars carried a special card on "The Big Parade," one week in advance, and during the run of the film.

A trailer was used ten days in advance of the picture.

OVER

JOSEPH P. KENNEDY
presents

MOON OF ISRAEL

MIGHTIEST LOVE SPECTACLE OF THE AGES FROM THE NOVEL BY SIR H. RIDER HAGGARD! DIRECTED BY MICHAEL CURTIZ WITH MARIE CORDA AND ARLETTE MARCHAL

JOSEPH P. KENNEDY
presents

SAM WOOD'S

STUPENDOUS COMEDY

The RACING ROMEO

with
Red Grange (BY ARRANGEMENT WITH C.C. PYLE)
Trixie Friganza
Jobyna Ralston
Walter Hiers

Story By BYRON MORGAN

HIGH! WIDE! And HANDSOME!

FBO's unerring toe drops two winners right into the box-office.

"Moon of Israel" rips off big gains in nation's first rank theatres!

"Racing Romeo" tears big gaps in first run line!

On your toes, Men!

Nail 'em with a flying tackle!

MASTER SHOWMEN OF THE WORLD
FBO PICTURES CORP.

15,000 SHOWMEN CAN'T BE WRONG!

OMAHA, NEBR., 1508 Davenport,
S. W. FITCH, Mgr.

DES MOINES, IOWA, 915 Grand Ave.
J. T. SHEA, Mgr.

The PICTURE GUIDE

Little Tips on New Pictures

One Woman to Another

Distributed by Paramount.
DIRECTOR: Frank Tuttle.
STAR: Florence Vidor.
SUPPORT: Theodor von Eltz.
TYPE: Comedy-romance.
TIME: The present.
LOCALE: A California town.
LENGTH: Five reels.

SYNOPSIS: The marriage of Rita Farrell and John Bruce is postponed when Rita has to take care of her niece and nephew who have been under the care of her brother. One of the children is stricken with scarlet fever, the house is quarantined, so John and Rita are unable to see each other. John becomes the recipient of many invitations from Miss Chapin, a beautiful blonde, who wants him for herself. Rita, seeing that Miss Chapin is trying to steal her John, decides to appear in his apartment, dressed in negligee, and so be compromised into marriage. In the meantime Miss Chapin also plans a compromising situation by which she and John are forced to be all night in a motor car which had been in a crash through the plans of the scheming blonde. But Rita's situation proves to be the most compromising, and after an exciting climax, Rita and John are united.

HIGHLIGHTS: An automobile chase, Rita in John's apartment, comedy, moments.

The Racing Romeo

Distributed by F B O.
DIRECTOR: Sam Wood..
STAR: Harold "Red" Grange.
SUPPORT: Jobyna Ralston.
TYPE: Auto racing story.
TIME: The present.
LOCALE: An American city.
LENGTH: Seven reels.

SYNOPSIS: Sally and Red are about to be married, but the wedding does not take place because Red, a racing driver, angers Sally when he drives Aunt Hetty at breakneck speed. The big race approaches and Red enters. Sally comes to the race with Aunt Hetty and her jealousy is aroused by a flirtation which Lorraine Blair, actress, tries to carry on with Red, and he is angered in turn by an apparent flirtation conducted between Sally and a motion picture director. He goes into the race, determined to win, and comes out the victor of the race and the winner of Sally.

HIGHLIGHTS: The race.

Alias the Deacon

Distributed by Universal.
DIRECTOR: Edward Sloman.
STAR: Jean Hersholt.
SUPPOT: June Marlowe, Ralph Graves.
TYPE: Comedy-drama (taken from stage play.)
TIME: The present.
LOCALE: City in Middle West.
LENGTH: 7 reels.

SYNOPSIS: The Deacon, a professional gambler, befriends Nancy, a girl in straightened circumstances, and John Adams, a young hobo. John, who has gone to work in a garage, is offered $200 to substitute for one of the principals in a prize fight, to be paid if he lasts till the end of the bout. He sticks it out, but the fight promoter refuses to pay the money because the receipts have been stolen and John is implicated in the crime. The Deacon finds the real crook, returns the money, wins it at poker and gives it to John and Nancy so that they can get married. Then the Deacon leaves town because he realizes his profession will cast a bad reflection upon the lives of the young people.

HIGHLIGHTS: The fight, acting of Jean Hersholt, comedy moments.

American Beauty

Distributed by First National.
DIRECTOR: Richard Wallace.
STAR: Billie Dove.
SUPPORT: Lloyd Hughes.
TYPE: Romance.
TIME: The present.
LOCALE: An American city.
LENGTH: Six reels.

SYNOPSIS: Millicent Howard, a poor but very beautiful girl, desires to be married to a wealthy man. She meets Archibald Claverhouse, a wealthy young man who is quite infatuated with her and proposes marriage, but when the moment for a decision comes she cannot decide between Archibald and Jerry, a poor boy who lives across the hall from her and who loves her dearly. She has given Archibald the impression that she is wealthy and is invited to dinner at his home. At the dinner she is exposed and she finds that Archibald is not wealthy either, so she dashes after Jerry who is about to leave for Chili and catches him just in time.

HIGHLIGHTS: Millicent is exposed, appearance of the star, the ending.

One Round Hogan

Distributed by Warner Bros.
DIRECTOR: Howard Bretherton.
STAR: Monte Blue.
SUPPORT: Leila Hyams, James J. Jefferies.
TIME: The present.
TYPE: Drama of the prize ring.
LOCALE: An American city.
LENGTH: 7 reels.

SYNOPSIS: Monte Blue, as a champion prize fighter, is in love with Leila, who abhors fighters and does not know Monte's profession. Her brother, who is Monte's pal, aspires to the title, and Leila gets Monte to attempt to persuade the brother to give up the business of pugilism. A championship bout is about to be held, and when the challenger fails to appear, Monte offers to fight Leila's brother provided the latter will give up fighting if he fails to last through the first round with Monte. Monte knocks him out in one punch. When the victim is rushed to the dressing room, his manager hits him and he dies from the effects of the blow. It is made to look as if Monte had killed him, but in the end the true facts are revealed and Leila and Monte are happily united.

HIGHLIGHTS: The fight, the death of Leila's brother, the rapid action.

Ladies at Ease.

Distributed by First Division.
DIRECTOR: Jerome Storm.
STAR: Pauline Garon.
SUPPORT: Gardner James.
TYPE: Chorus girl comedy.
TIME: The present.
LENGTH: Five reels.
LOCALE: New York City.

SYNOPSIS: Two girls, modeling underwear in an exclusive shop, steal the boy friends of two Follies girls. The latter, highly angered, have the models fired, and the models retaliate by locking the showgirls in their apartment, stealing their costumes and doing their act in the Follies. Their stage work is so bad that the audience acclaims them as geniuses and Ziegfeld offers them an enormous salary. The former models rise high in the theatrical world and to cap it all they go back to the old shop all dressed up to laugh at the erstwhile showgirls who have taken to modeling for a living.

HIGHLIGHTS: Comedy moments, backstage scenes, some clever subtitles.

SHORT SUBJECTS

Spice of the Box Office

Kilties

Educational—Two Reels

Frances Campbell loses her job as a scrub girl when she mops the boss's face instead of the floors. She is told that an uncle in Scotland, who has never seen her, will make Frances his heir, provided the said Frances is a boy. Frances starts for Scotland and arrives at the castle of her uncle, clad in a funny pair of kilts and wearing a mustache in order to make her uncle believe that she is a boy. Glen, a nephew, sees that he is about to lose his position as heir to his uncle's fortune, and tries to scare Frances away with a group of ghostly figures. This fails to work so he tries to drown her with a hose, but she turns the trick on him and Glen and his henchman, the servants, are washed out of the house. The uncle congratulates her and when he finds she is a girl, he forgives her and makes her his heiress.

Lookout, Buster

Universal—Two Reel

Buster and Mary Jane are alarmed when they read in the paper a notice to the effect that all dogs will be placed in quarantine by the police during the hot weather. They try to hide Tige, but a dog detective sees him. The dog and the two children hide in boxes on a truck, which drives off. Buster and Mary Jane are spilled off but the box containing Tige is delivered to a cave infested with desperadoes. They play poker on top of the box while Tige draws the money inside through a crevice. He is discovered and the crooks try to kill him, but Tige sneaks to the top of the rock, from which he tips boulders down on their heads, laying them all cold. The dog detective picks up the trail and arrests the desperadoes, while Tige is accorded police honors for bravery and cleverness and is allowed to go home with the kids.

Rail Road

Paramount—One Reel

This is another cartoon. The mouse steals a train from the Kat and the latter gives chase on a roller coaster, recapturing the train with its lovely burden. Some new gags liven up this offering, and the cartoon is really good entertainment.

Ko Ko, the Knight

Paramount—One Reel

This animated cartoon character proves himself a hero in this little feature. The heroine is being chased by the villain who gets the girl to his castle. Ko Ko is right at his heels although he has to call on the cartoonist to draw a steed and a helmet and armour in order to secure protection. At the castle Ko Ko has difficulty in getting into the room, but disguised as a stove he managed to route the villain. But as Ko Ko rides off with the maiden the villain returns and another fight would have taken place if the cartoonist had not called his playthings back to the inkwell.

Northern Alaska Today

Fox Variety—One Reel

This scenic film is the fifth of the Fox Variety series for this year and is to be released October 16. The picture shows a pictorial comparison between the primitive Eskimo denisons of North Alaska and the modern Alaska where mining, salmon fishing and seal hunting are industries which are operated on a large scale. Some amusing animal shots are also concluded.

In Again, Out Again

Pathe—One Reel

Paul Terry's cartoon dog and cat escape from prison when the job of making little ones out of big ones becomes irksome. Some good gags are worked out when the cat and dog evade the guards who persue them. An adventure with a real bull is quite funny. They land at the bottom of a river and are sucked through a pipe into the jail but escape again.

Fleshy Devils

F B O—Two Reels

Fatty Alexander, Fatt Karr and Kewpie Ross, F B O's three fat comedians, are featured in this rough-and-tumble comedy. They shake the neighborhood with their music and dancing and the inhabitants think it is an earthquake. Two of them, pulling the old stunt of masquerading as a horse, frighten real horses and to cap it all ride in an auto. More fun takes place when the fat boys pose as artists and start a flirtation with some models.

Hot Air

Universal—One Reel

STAR: Charles Puffy.

Puffy, in love with Elsie, goes mad with jealousy when she listens wide-eyed to the lies of a French aviator who has an endless stock of cock and bull stories about his bravery in the war. The "ace of aces" takes Elsie for a cloud spin. Puffy decides to go aloft and watch them. Another rival decides to do the same. They get in the same plane, each thinking that the other is the aviator. The starter gives them a send-off and the plane runs without a captain, doing marvelous stunts that make the crowd gasp with amazement and frightening Puffy to death. After executing many wild twirls and twists, the plane drops to the ground but the occupants come out of the wreck alive. Elsie embraces Puffy, knowing that he, and not the Frenchman, is the world's greatest stunt flyer.

Gentlemen Prefer Scotch

Fox—Two Reels

Young McIntosh fears his rival because the other fellow is always stealing the girl. At last old man McIntosh tells his son how he won his maiden in the old days back in Scotland. The scene then shifts back to the Highlands where McIntosh has to fight a whole army of suitors in order to win the girl. This tale inspires the son to go to the rescue of the girl who is now in the power of the rival. The father goes instead and is thrown out. Young McIntosh then fights the rival and is victorious. There is a lot of good stuff in this comedy.

Fresh and a Devil

Bray—Two Reels

This is a comedy built around the familiar triangle of two fellows calling on one girl and one gentleman trying to get rid of the other. Some very funny situations are worked up in the girl's parlor when one lover is trying to do a solo on various instruments while the other is doing everything in his power to get rid of the soloist. A very funny gag takes place when the musician takes a mouth organ out of his pocket and he is asked the object of a long chain attached to it. He replies: "Do you think I'm crazy; I swallowed one of these harmonicas once!"

EQUIPMENT AND SUPPLIES

Acoustics Becoming More Important In Theatres

(Abstract of paper read by F. R. Watson, Professor of Experimental Physics, University of Illinois, at 1927 Fall Meeting, Society Motion Picture Engineers.)

The necessity for adjusting the acoustics of motion picture theatres has not arisen so often nor so seriously as in the case of churches and other auditoriums. This because motion pictures are usually accompanied only by organ music, which does not present so great an acoustical problem as speaking. In some cases, however, in addition to the motion pictures, there are songs and speaking numbers, educational addresses or other features, so that it becomes increasingly important that such theatres be adjusted to have good acoustics. There is also to be considered the development of the talking motion picture, which depends markedly for its success on a room properly designed for speaking.

What is desired for ideal acoustics is that the sound reaching an auditor in any part of a room shall be of suitable loudness and distinctness for comfortable hearing, with an elimination or control of echoes, reverberation "dead spots" and other fauls. To a great extent, it is now possible to secure such ideal conditions.

Sound travels rapidly,—about as fast as a rifle bullet—and by reflection from the walls fills a room in a small fraction of a second and produces a suitable loudness. The reflected sound may set up two defects,—a "blurring" of speech and music by uniting under unfavorable conditions with the direct sound, and a prolongation (reverbation) if the room is deficient in absorbing materials. Reverbation is controlled by covering large wall areas with a sound-absorbing material, and the "blurring is minimized by proper design of walls about the speaker or musician.

Booths for recording sound in conjunction with the taking of motion pictures require special design with much absorbing material to reduce reflection of sound, and with special walls to exclude outside sounds. Auditoriums where sound is reproduced with pictures present very exacting acoustical requirements.

Ventilating System For Small Theatres is Sought

The Heating and Ventilating Magazine, a New York publication, is seeking the best design for a ventilating system for small picture theatres. A competition for the best design has been inaugurated with suitable prizes.

An account of the contest is printed below, by curtesy of Heating and Ventilating:

"The first prize of $100 will be awarded to the contestant who submits the best ventilating scheme regardless of cost—either first or operating—and the second prize of $50 will go to the reader who designs the most practical scheme involving the best and most satisfactory layout for the least expenditure to install and operate, as well as for convenience in manipulation and requiring the minimum amount of attention. Perhaps this is a harder proposition than the one for which the first prize will be given. It has the advantage however of giving the hard-boiled practical man a chance over the 'high-brow.'

"In view of the experience gained in the first competition, it might be well to point out at this time that some of the competitors made themselves a great deal of unnecessary work by producing finished tracings, many of which were almost workable drawings. This is suite superfluous as the contest is not a drafting competition and, in any case, the drawings have to be redrawn for reproduction. What is wanted is the idea, sufficiently sketched out to make the operation clear to anyone familiar with this class of work."

Improved Stereoptican Has Been Developed

For the more effective production of special light and color effects which are now used to embellish the motion picture presentation, an improved stereopticon lamp has been developed. The twin stereopticons receive light from a single source and stand side by side on the same horizontal plane. This arrangement with a centralization of controls makes for great simplicity and convenience of operation. The ease of operation and economy afforded by these improvements mean wider distribution of this class of equipment and consequent improvement in quality of motion picture exhibition.

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If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

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Star _____

Producer _____

Remarks _____

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Title _____

Star _____

Producer _____

Remarks _____

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Title _____

Star _____

Producer _____

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Exhibitor's Name _____

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Kind of Patronage _____

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Town _____

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State _____

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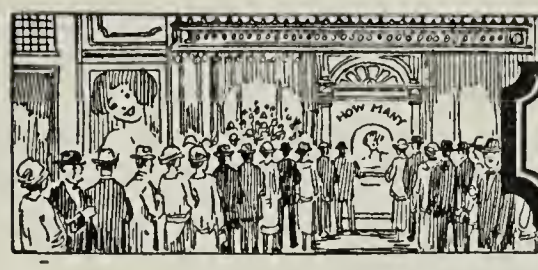

BOX-OFFICE REPORTS

PARAMOUNT

Tin Gods, Thomas Meighan.—Undoubtedly one of Paramount's best. It is wonderful.—Merle Skinner, Liberty, Judith Gap, Mont.

Beau Geste, Ronald Colman.—Well produced and directed in 10 reels. Lacks the love element needed in all pictures. Children will like it. Cast and photography excellent. Average draw at the box office.—Chas. Ryan, Buckingham, Chicago, Ill.

Shanghai Bound, Richard Dix.—A good picture.—S. M. Powell, Brown, Stamps, Ark.

Chang.—Good educational feature. Tie-up with schools.—S. M. Powell, Stamps, Ark.

A Gentleman From Paris, Adolphe Menjou.—One of the very best pictures as yet exhibited by Menjou as the star. The picture was excellent.—Capitol, Oklahoma City, Okla.

Forlorn River, Jack Holt.—Dandy good Zane Grey western. We liked Jack Holt in this better than any other for a long time.—C. C. Golden, Missouri, La Belle, Mo.

The Kid Brother, Harold Lloyd.—Had very rainy weather for this picture and business was very poor. But this is no fault of the picture which is one of Lloyd's best.—C. C. Golden, La Belle, Mo.

Let It Rain, Douglas McLean.—Boys, this is some comedy. Go after it hard and get the people in and the picture will do the rest and bring them back. This is what I call a "hot show."—C. C. Golden, La Belle, Mo.

Hold That Lion, Douglas MacLean.—A good comedy, Parish Hall, Conception, Mo.

Barbed Wire, Pola Negri.—The picture drew only fair, but it is one of the best Negri pictures we ever saw and where Negri is liked it should more than please.—W. Mansfield, Idle Hour, Tama, Ia.

METRO-GOLDWYN

Tillie The Toiler, Marion Davies.—Drew good business but just a good average program picture. It satisfied my customers but I don't think it is anything to rave about.—C. C. Golden, Missouri, La Belle, Mo.

Slide, Kelly, Slide, William Haines.—This is sure one fine comedy. Did not draw as good as I expected, but the picture is surely O. K.—C. C. Golden, La Belle, Mo.

Adam and Evil, Lew Cody.—It is different and a sure guarantee for the blues. No mistake can be made on booking this picture.—Criterion, Oklahoma City, Okla.

Adam and Evil, Lew Cody.—A clever comedy drama that will please all.—W. Mansfield, Idle Hour, Tama, Ia.

The Bugle Call, Jackie Coogan.—A good picture and the story is extra good for children. Not for the flapper type.—W. Mansfield, Tama, Ia.

UNIVERSAL

Wild Beauty, Rex.—This picture is as good as Pathe's picture made with the same horse.—W. Mansfield, Idle Hour, Tama, Ia.

COLUMBIA

The Clown—Good circus picture. Good average program picture that drew very good.—C. C. Golden, Missouri, La Belle, Mo.

FIRST NATIONAL

American Beauty, Billie Dove.—A very fine and most interesting picture. An excellent picture to book.—Empress, Oklahoma City, Okla.

The Lost World.—Something different, clean and interesting.—Parish Hall, Conception, Mo.

It Must Be Love, Colleen Moore.—A little suggestive, but otherwise a very good picture.—Parish Hall, Conception, Mo.

Rainbow Riley, Johnny Hines.—A very good comedy, Parish Hall, Conception, Mo.

The Land Beyond the Law, Ken Maynard.—Just fine. Everybody liked it. You can't go wrong on Ken Maynard pictures.—R. T. Kirk, Hoyt, Hoyt, Kas.

STATE RIGHTS

Wild Horse Canyon, Yakima Cunutt.—Good frontier stuff. Bucked a tent show to good advantage.—Merle Skinner, Judith Gap, Mont.

The Red Kimono, Mrs. Wallace Reid.—Played to standing room only for four days. Can't go wrong.—J. Schifeheimer, Falls, Chargin Falls, O.

The Red Kimono, Mrs. Wallace Reid.—Broke all house records. An 85 per cent picture. Everybody said we should have more pictures like this one.—J. Smith, Stork, Cleveland, O.

West of Rainbow's End, Jack Perrin.—Another good one from Jack and his horse, Starlight.—L. R. Richolson, Isis, Lucas, Kas.

Lew Tyler's Wives, Frank Mayo.—Considered this a good show for the adults but not for the kids.—L. R. Richolson, Lucas, Kas.

Beach Nuts, Tommy Albert.—A tickle in every foot of this 2-reel comedy.—L. R. Richolson, Lucas, Kas.

The Mystery Pilot, Rex Lease.—A real good serial. I am on the sixth episode and going fine.—L. R. Richolson, Lucas, Kas.

The Winning Oar, George Walsh.—Good action picture.—Merle Skinner, Liberty, Judith Gap, Mont.

Isobel, House Peters.—It has a general appeal. I think it pleased most everyone. Beautiful northland scenes. Leo Porter, Electric, Simpson, Kas.

Winning the Futurity, Cullen Landis.—Race track thriller that seemed to satisfy.—H. E. Drew, Orpheum, Ionia, Mich.

WARNER BROTHERS

Hero of the Big Snows, Rin-Tin-Tin.—This brought them in and filled the seats. Everybody seemed delighted.—R. T. Kirk, Hoyt, Hoyt, Kas.

PATHE

Bad Company, Madge Kennedy.—Fair entertainment.—Merle Skinner, Liberty, Judith Gap, Mont.

The Kid Brother, Harold Lloyd.—A good clean comedy but nothing new.—Merle Skinner, Liberty, Judith Gap, Mont.

F B O

Cactus Trails, Bob Custer.—Good, but not quite up to Custer's speed.—Boggett & Browne, Majestic, Battle Creek, Mich.

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414 South 13th St.
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Published Weekly by
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BEN SHLYEN
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ORGAN FOR SALE—Reproduco organ, practically new. Half price. Rivoli Theatre, St. Joseph, Mo. Ctf

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—MISCELLANEOUS ARTICLES

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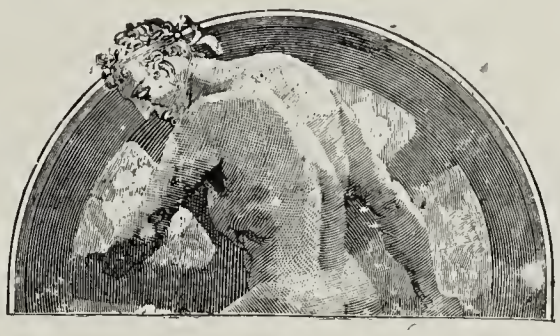

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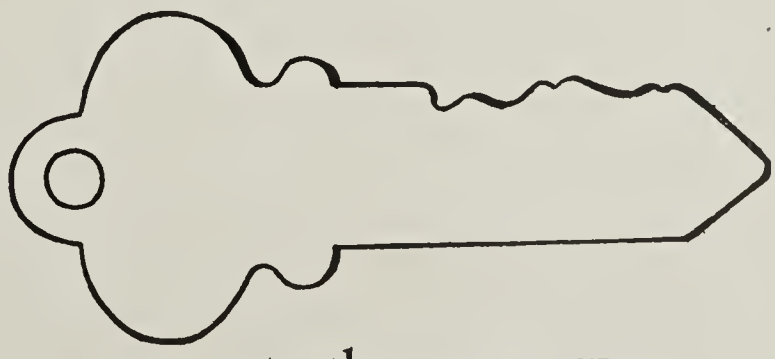

to the power you
need is on the
next page

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of one of the eight "policy" ads contained in THE IDEA—the book that helps you sell seats.

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"I'm one of the big roomy seats at (Theatre Name).

"I'm smiling because I'm glad, and I'm glad because people are always happy when they're sitting in me.

"I hear scandal, gossip and secrets. Giggling girls spat gum on me when two of them do, it's a pair of spats! I am a comfortable seat for the lean ones and the fat ones, the shorts and the talls. Everybody is comfortable while they enjoy the show and Goodness me! How they do like those (Theatre Name) programs.

"The other day a man came in. He was worried and tired. I could tell by the way he slumped down in me. Pretty soon he commenced to sit up; a little later he was laughing, and when he went out he patted me and said: 'Good old seat, you're the place to park cares.'"

(Mat of illustration furnished at small cost)

—And

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EVEN THE CAMERAMAN GASPED!

At the thrills he had to photograph in this picture. You'll grip the arms of your chair—you'll want to scream a warning—you'll shudder with fear—and in the end you'll sigh with satisfaction.

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Here's a chance to overhaul your giggle apparatus! A sure cure for anything from despair to dyspepsia, "blues" to biliousness. Burgle the baby's bank—rifle the family sock—"stick up" your Mother-in-law—**Anything.** Get the dough!

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"Greatest" — "Best" — You've heard 'em all. But you've never heard a word that will describe ((title))—there "ain't no such word"—they never needed one before.

The Idea

—a sure cure for that pernicious theatre ailment — empty seats. THE IDEA is a SEAT SELLER—and how!

is FULL of "go-getter" copy that never fails to bring in the patrons

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Here's my two dollars for a year's subscription, which I understand includes the supplementary issue of THE IDEA.

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Theatre _____

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MOVIE AGE

Volume V — OMAHA, NEBR., OCTOBER 22, 1927 — Number 48

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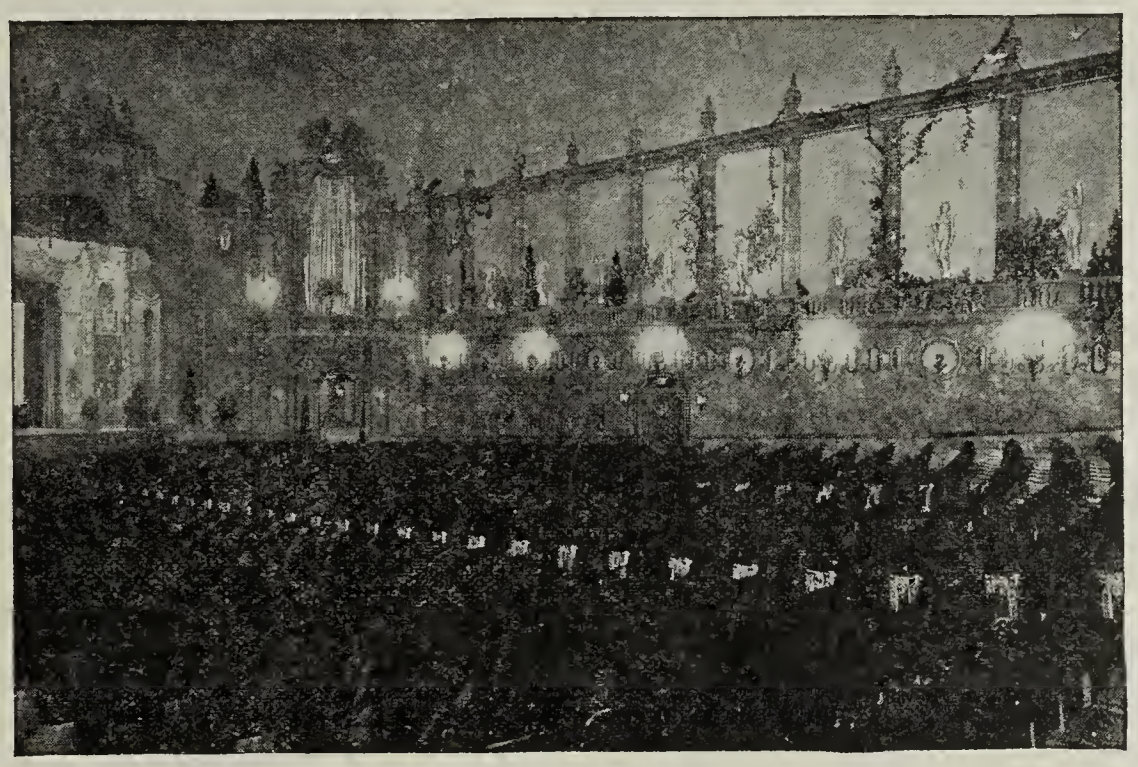

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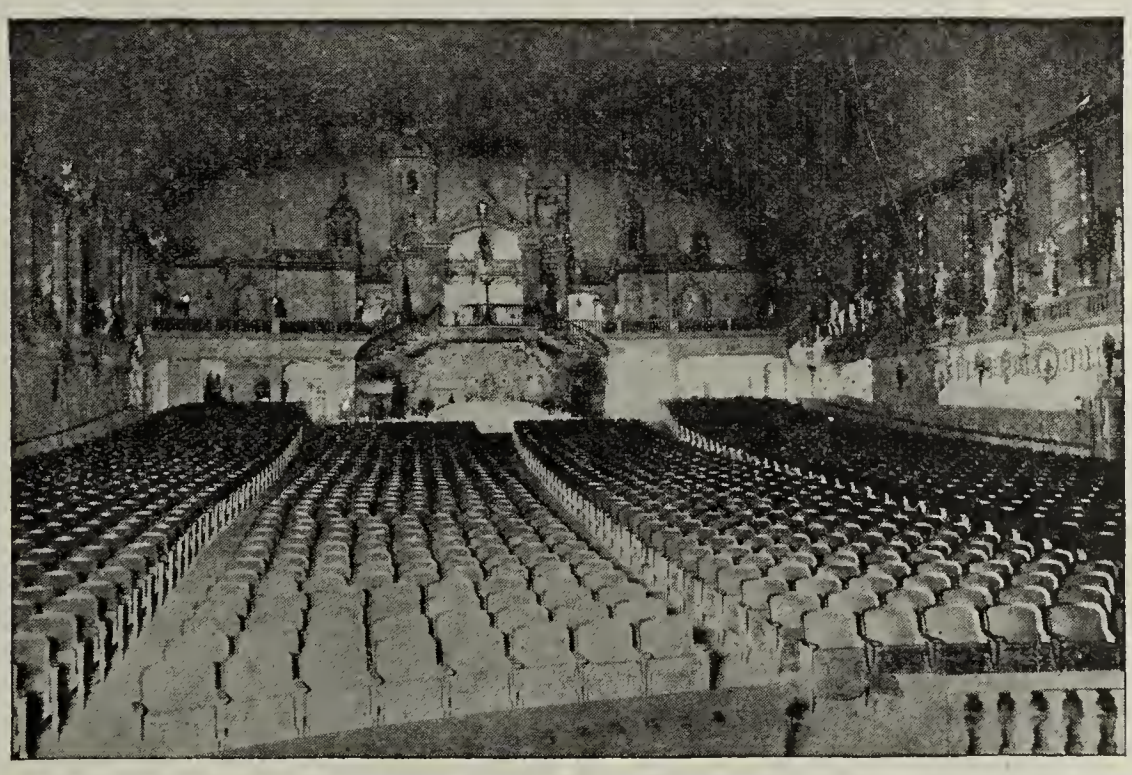

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MYRTLE, *Detroit, Michigan*
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COLONIAL, *River Rouge, Michigan*
MAJESTIC, *Kalamazoo, Michigan*
STRAND, *Port Huron, Michigan*
M. P., *Redford, Michigan*
STRAND, *Sturgis, Michigan*
KEITH-ALBEE, *Detroit, Michigan*
STATE, *Kalamazoo, Michigan*
STATE, *Pontiac, Michigan*
OWOSSO, *Owosso, Michigan*
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"Racing Romeo"

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J. T. SHEA, Mgr.

EDITORIAL

THE trade conference has been closed and many are puzzling as to what has actually been accomplished. No definite agreements have been reached, and, of course, the Federal Trade Commission will not hand down its decision for some several days.

Block booking seemed to be the big issue of the whole meeting. Commissioner Myers felt that no actual good would result from the parley unless some plan were devised that could be substituted, acceptable to both exhibitors and distributors. Block booking has been definitely outlawed by the Federal Trade Commission in its ruling against Paramount. And the commission seems determined to enforce its decision.

We have previously commented on this topic and our views are unchanged. Block booking, in our opinion, is all right as long as it is not used in a coercive way. However, some of the suggestions made to eliminate it through the grouping of pictures as to types and selling each group individually sound all right.

The conference unquestionably accomplished some good, if only that it afforded an opportunity for the airing of the industry's ills. Heretofore only the exhibitor's side has been heard. Now the distributor has been given a chance to tell his troubles and perhaps there will be a better understanding on both sides. We'll know more later.

* * *

ABOUT 2500 years ago a fellow by the name of Aesop wrote a fable about a certain goose that laid golden eggs and about its foolish owner who killed the goose to get all the golden eggs at once. While this fable has been told many thousands of times, it will stand repeating, for there are evidently many who have forgotten it and the moral it teaches. It seems to have been particularly forgotten by some in this industry.

Announcement was recently made by several producers that they would make pictures for home projector use. The thought was expounded that these releases of feature pictures in shorter length than the regular features would serve to create a greater public interest in motion pictures and result in many new patrons and increased patronage for all theatres. This is ridiculous—as ridiculous as the belief by some that radio is increasing attendance at motion picture theatres.

Any time you give the public something that will keep them at home you are taking them away from theatres. The place to whet their desires for motion pictures is at the theatres. As in the case of radio, while it has been the means of publicizing pictures to a certain extent, people have to stay at home to listen to this publicity. And, while the automobile has enabled many to go for miles to see a picture show, it has also on many occasions taken them many miles in opposite directions.

There are some who believe that the showing of pictures in schools and churches is developing picture fans. But ask any exhibitor who is up against this kind of competition—who has even gone so far as to co-operate with the schools and churches in his town, getting the pictures for them—and he'll tell you in no uncertain terms that his benefits have been far less than they were cocked up to be.

The goose and the golden eggs is quite apropo. If those producers who are so anxious to build public interest in motion pictures will take the money that their announced project will require to handle and put it into the making of good pictures for theatre consumption, they will come much nearer to accomplishing their stated purpose and achieve a far greater and more permanent financial reward.

Playing both ends against the middle is dangerous business. There is far more profit to be gained by helping exhibitors to get more business than by creating competition that will take business from them—no matter how lucrative the proposition may seem.

Block Booking Is Out; Seek New Sales Methods

Commission Without Power to Order Divestment of Theatres Already Acquired by Producers.

NEW YORK—Commissioner Myers pointed out at the Trade Conference Parley that the Federal Trade Commission was without power to order a distributing firm to divest itself of any theatre. He said that theatre operation by distributors was not an unfair practice and declared that the resolution by exhibitors to brand unfair this practice was unworkable.

Chairman Myers at an earlier hearing made clear the commission's attitude, refusing to permit merits or demerits of block booking to be argued. Chairman Myers' stand on the two issues came as the highlight of a day marked by bickering, a fight on exhibitors' efforts to curb chain buying power and establishment of an arbitration committee to consider amendments to the uniform contract and arbitration system. It was marked, also, by another warning from the chair, ordering exhibitors and distributors to get together to prevent the conference from being a failure.

Shutting off debate on block booking the chairman stated that there was nothing to be gained by arguing the status quo of the practice which the commission had already branded as unfair.

The commissioner appointed a committee to supplant block booking with a new selling method. In this conference the distributors are represented by James R. Grainger of Fox; Felix Feist of M-G-M; L. B. Metzger of Universal; J. I. Schnitzer of F B O; and Clifford B. Hawley of First National. The exhibitors group consists of R. R. Biechele of Kansas; Charles L. O'Reilly of New York; Jack Miller of Illinois; B. Bernstein of California; and Nathat Yamins of Massachusetts.

"The Comeback" Retitled

A title change was announced this week by Warner Bros. for the production now in work in which Monte Blue is being co-starred with Betty Bronson. Until now it has been known by the temporary name of "The Comeback" but hereafter and upon its release to the public it will be called "Brass Knuckles."

Excellent Assortment of Comedies Scheduled By Educational in Nov.

Six two-reel and two one-reel comedies will be released during the month of November by Educational, in addition to two Felix the Cat cartoons, two other one-reel releases and the Kinograms news reel.

Lupino Lane, possibly Educational's best-known comedy star, will appear in "Some Scout," a Western comedy. Jerry Drew, formerly known as Clem Beauchamp, will have his first starring role under the new name. This two-reeler will be titled "Brunettes Prefer Gentlemen."

Others to be featured will be Dorothy Devore, "Big Boy," Eddie Quillan, George Davis and Monty Collins.

The two Felix the Cat animated cartoons will be titled "Uncle Tom's Crabbin' " and "Whys and Other Whys."

Fairbanks Film Retitled

"Over the Andes" has become "Douglas Fairbanks as The Gaucho." The several changes in title of the film which "Doug" brings to the Liberty Theatre, New York, in November, were due to uncertainty of public reaction to so unfamiliar a word as "Gaucho." After all, Doug believes it might be a good idea to stimulate curiosity about so interesting a word: hence the final bulletin.

"The Chaser" Langdon's Next

Harry Langdon's forthcoming starring vehicle, has received a definite name. It will be released under the title of "The Chaser," according to an nouncement from Richard A. Rowland, general and production manager of First National Pictures, Inc.

"The Chaser," suburban in locale, is described as a broad farce built upon a domestic theme, with Harry playing the role of a young married man who likes to play cards of an evening and explains his absence by saying that he has been "sitting up with a sick friend."

Jack Cohn Issues a Statement Denying All Columbia Merger Rumors

Columbia Pictures, through Jack Cohn, treasurer of the company, issued a statement this week denying emphatically all rumors of a consolidation with any other company.

Mr. Cohn said that these reports have appeared with such frequency and have been so persistent that he thought it advisable to make the following statement:

"Columbia Pictures is not considering at the present time, nor has it been considering in the past, any plans for a consolidation of its interests with those of any other company or for the introduction of outside capital into its present organization. It is true that during our eight years of existence we have received many flattering offers looking towards an affiliation, but we have always prided ourselves on our independence and have invariably chosen to continue alone."

He further stated that Columbia needed no merger for continued expansion, their present position as a national organization having been gained as a result of a gradual and solid development.

As proof that Columbia is financially sound, Mr. Cohn cited the fact that his company was now offering 30 features, six more than last year, and was now laying plans for an increased program for the following year.

Abe Stern Proud Father

Abe Stern, vice-president of the Stern Film Corporation, makers of the Stern Brothers Comedies, is receiving congratulations from his host of friends and acquaintances in the motion picture industry over the birth of a daughter.

She was born last Sunday in a Los Angeles Hospital. Mrs. Stern is improving nicely, but the comedy producer is still in a daze. It is their first child. She was named Barbara.

Brenon to Direct Chaney

Herbert Brenon, well known as the director of "Beau Geste," "Peter Pan," "Dancing Mothers" and "God Gave Me Twenty Cents," has been signed by Metro-Goldwyn-Mayer to direct "Laugh, Clown, Laugh," in which Lon Chaney will star, according to an announcement last week by Irving G. Thalberg, studio executive.

Ginsberg Announces the Reorganization of Sterling Productions

Henry Ginsberg, president of Sterling Productions, Inc., of which Sterling Pictures Distributing Corporation is the distributing agency, announces an expansion move in the form of a complete reorganization of Sterling and the admission into the company of Irving L. Walenstein, former exchangeman and distribution expert.

The reorganization, according to Ginsberg, consists chiefly in a tremendous increase in capitalization and in a closely knit production personnel.

The new corporation, Sterling Productions, Inc., has as its executives the following:

Henry Ginsberg, president; Joe Rock, vice-president and general production supervisor, and Irving Walenstein, secretary and treasurer.

4 Features and 4 Shorts From F B O in November

Four features and four short subjects are to be distributed by FBO during November.

November 6 is the release date set for "Judgment of the Hills," featuring Frankie Darro and Virginia Vallie; "Hook and Ladder No. 9" will be distributed November 13; "The Bandit's Son" will be ready November 20; "The Harvester," based on the well-known Gene Stratton-Porter novel, will be distributed November 23.

"Mickey's Eleven," number three of the Mickey McGuire series, will be released November 7; November 14 is the date set for "Fleshy Devils," number 3 of the Standard Fat Men comedies, and two one-reel "Newslaffs" will be distributed on November 13 and 27 respectively.

"West Point" is Title for New Haines Film

Metro-Goldwyn-Mayer has definitely selected the title, "West Point," for the new William Haines picture of cadet life.

A location unit headed by Director Edward Sedgwick spent four weeks at the military academy in August and September making scenes for the new feature in cooperation with army officials.

The film is now nearing completion at the studio, where interiors have been made.

Columbia Buys Rights to "The Hero" From M-G-M

Columbia Pictures announces that it has bought the motion picture rights to "The Hero," a story by Albert Payson Terhune.

The purchase was made from M-G-M who owned the story. "The Hero" is a dramatic recital of a cowardly moment in a great man's life and the drastic results that followed in its wake.

Conklin Picture Renamed

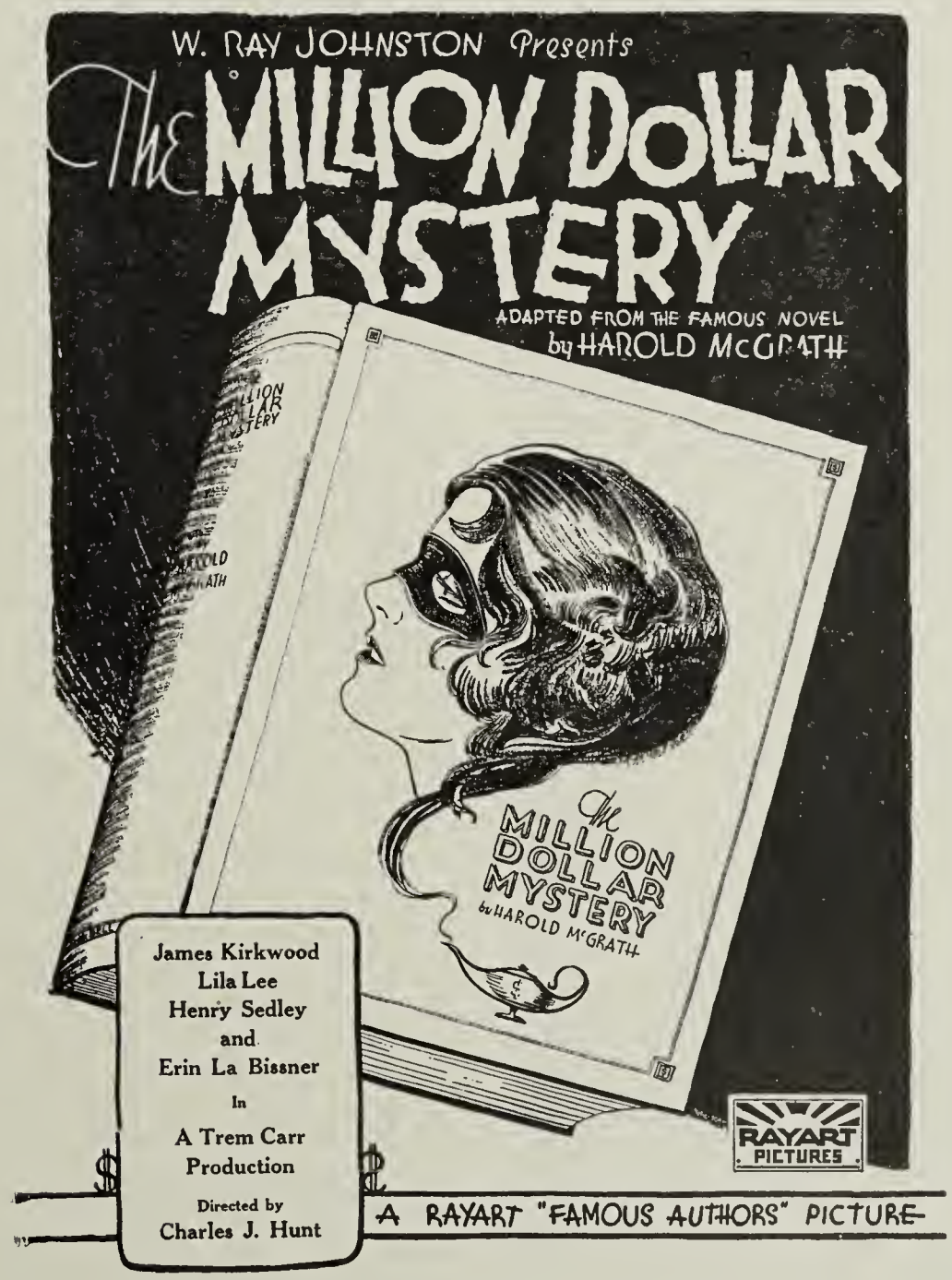
"Two Flaming Youths" has been selected as the name for the first co-starring comedy made by W. C. Fields and Chester Conklin for Paramount. The new title supplants "The Side Show" under which production was shot.

M-G-M Keeping Pace With Original Plans for 1927-28 Season

At no period in the history of Metro-Goldwyn-Mayer has that company followed so closely the plans and schedules laid out at the beginning of the season as this year, according to Louis B. Mayer, vice-president in charge who arrived in New York City recently.

Only two of the seven specials on the M-G-M 1927-28 schedule remain to be filmed. They are "The Cossacks," starring John Gilbert, and "Rose Marie," featuring Renee Adoree in an adaptation of the famous musical comedy.

Of the star pictures fully two-thirds are either released or ready for release.



SECURITY PICTURES CO.,

OMAHA, NEBR.

Block Booking Is Out; Seek New Sales Methods

(Continued from page 6)

At the closing session block booking was still the most prominent topic. Every attempt was being made to keep from having a deadlock on this issue, as Commissioner Myer declared that if this question were unsettled the conference would be a failure. The agreement on block booking which loomed as a strong possibility called for classification of pictures according to type and that the exhibitor be permitted to choose his product on that basis. Thus westerns, comedy dramas, etc., would comprise separate blocks, which would be sold as a unit under the plan. Another suggestion understood to have been considered was a plan to give an exhibitor cancellation privilege of one-sixth of any block purchased, provided the exhibitor paid 50 per cent of the rental of the cancelled pictures. Still another sought to permit cancellations on payment of 50 per cent of the rental of any picture withdrawn from the contract. Under this plan only 50 per cent of the block could be submitted at one time.

Seeks New Method.

Throughout the sessions the commissioner urged that some definite plan be devised and agreed upon to substitute for block booking. The question is if the conference can frame "a fair, workable agreement in harmony with the principles laid down by the commission" in the Paramount case, the chairman declared.

If there is going to be the rigid insistence by distributors of 100 per cent retention of block booking, and by exhibitors of an entire individual system of selection, and the conference breaks up with no new method of marketing devised, the commission will feel that the meetings have not accomplished much, he continued stating "It is up to you to get together and work."

"There is the ability in this room to settle the question," Chairman Myers declared, in stating he did not believe an impasse had been reached, after exhibitors had rejected distributors' offer to agree to permit justified cancellations of certain pictures, with the declaration, through S. R. Kent, that they could go no further on the question of block booking. The chair ordered the committee to draft "something new and more acceptable to all."

Distributors had offered to release exhibitors, if arbitration boards approved complaints, from obligation to play any picture to which the public objected because of immorality or offense to any race or creed.

On Theatre Divestment

In commenting on the resolution which seeks to halt distributor theatre operation, Chairman Myers called attention to the fact that the commission, under the Supreme Court decision in the Eastman case, has no authority to order divestment of property, and recognizes that distributor theatre operation, of itself, is not an unfair practice. He, therefore, suggested that exhibitors draft a new resolution aimed at specific abuses alleged.

This meant resumption of the fight against Exhibitor Resolution Three by which the unaffiliated exhibitor desires to check the buying power of affiliated or producer-distributor theatres and to secure for the type of house the former represents a chance to secure first run in an open, competitive market.

R. F. Woodhull proceeded with the reading of the Exhibitor Resolution Three which had been revised in night session. Thus was the beginning a long, argumentative session or the scope of the resolution, its purpose and its effect upon each group.

Harold B. Franklin, speaking for the affiliated group and West Coast Theatres, went on record in opposition to the resolution. "Nothing has been brought about by chain buying," he said, "to prevent independent exhibitors from continuing to get a definite flow of good pictures under the policies under which they are now operating. Most of their theatres are not playing first runs. They are playing second, third, fourth and fifth runs."

"I represent a circuit which operates over 200 theatres. Let me say that at no time has our circuit received preferred treatment either as to price or any other consideration. Any consideration we have received was because of the volume of business we are able to give. In some instances, we have not been able to get pictures either because our competitors were able to pay more, or because the other exhibitor was an old established account, or perhaps because he had a better theatre than ours."

Distributors Speak.

Rebuttal was made by Leo Brecher. Al Lichtman then took up the cudgels on behalf of the distributors. Then S. R. Kent, likewise spokesman on this occasion for the distributor body, voiced the belief of distributors that they are privileged to exercise a choice of the customer they sell. This was the practice from general business codes which Commissioner Myers cited prior to the adjournment of the previous day's session.

Vote On Resolution Three

Following futher discussion during which Joseph Dondis, Rockland, Me., exhibitor and Nathan Yamins, Fall River Mass. theatre owner launched into complaints against Paramount, M-G-M and First National in New England, the chair ordered a vote on Exhibitor Resolution Three. The producer group acting first, voted against it, casting 31 votes in the negative. Five delegates were absent The distributor group, to a man, voted against the resolution, the record showing 13 votes while 12 delegates were absent. The affilitated exhibitors, 43 strong, voted negatively. Thirteen delegates failed to answer the roll call. The unaffiliated exhibitors desired to vote affirmatively as a body, but the chair ruled otherwise. The count here was 43 for the measure, while 13 absentees were recorded. Thus 88 votes were cast against the resolution and 43 for it while 45 delegates lost their votes by failure to make an appearance. The numerical preponderance of votes against the measure does not necessarily mean its rejection by the commission. Myers has pointed out that the sentiment of each group will have an important bearing on the final decision.

Reach Middle Ground On Block Booking In Closing Session

The result of the final session was middle ground on block booking. Distributors conceded six points as follows: Block booking outlawed for illegal purposes; double and triple block booking was declared out; exhibitors relief from playing pictures offensive from religious and racial standpoint provided through arbitration zone in each territory; exhibitors right to cancel 10 per cent of any block purchased provided he pays fifty per cent of rental of picture, cancelled; re-issues not to be included in block of new pictures; news reels and short subjects segregated from features in selling.

Again Block Booking

Fred Desberg, Cleveland, of the affiliated exhibitors, spoke in favor of block booking and said individual sales would eliminate the $5 and $10 accounts. He was asked by the chair if he had any new method to suggest, and he said he had none. He concluded with declaration that bringing back of the open market "will practically ruin my business."

Chairman Myers declared there was nothing to be gained from a discussion of block booking, as the commission already has decided it is unfair, and called the conference to see if some new selling method could not be suggested.

Attempt to Argue

H. M. Richey, Michigan, was next speaker, and he, too, was told not to argue on block booking, after he had outlined the evils he declared block booking caused. He claimed that the practice came in to effect generally in 1924 when he said coercive methods were adopted. Despite production economies, rentals are 25 per cent higher this year than last, he alleged. Exhibitors want to be fair, but they do not want to be forced to absorb all the loss entailed by poor pictures, he said, adding they were willing to shoulder their burden on a 50-50 basis. The proposed new system, he said, would not alter the present basis of negotiations for product, but would provide the cure sought.

S. R. Kent, distributor spokesman, declared producers have the right to sell "en block" if they are willing to stand by their losses in "selling that way." Kent was quickly halted by the chairman who stated that it would be very unbecoming for him as a member of the commission, to hear a rearguing of the block booking case. The chairman then censured exhibitors and distributors for the sharp division of interest, which he said precluded accomplishment. He said the problem was the industry's, not an individual one. Because of the broad public interest in the question he accepted the assignment as conference chairman, Myers continued. He thought it would be "very worthwhile," if the several branches of the industry could work out some method in keeping with the commission's order in the Paramount case. Reading of a newspaper editorial was ordered by the chair, to show the public's interest in the conference. The editorial quoted an exhibitor against block booking, and dwelt on the public's side of the case.

He then warned that if the rigid in-

sistence of their wishes by the distributor and exhibitor groups led to failure to provide a suggested new method of marketing pictures, he would feel it hadn't accomplished very much.

Asks "Give and Take"

The chair then declared that there was the ability in the room to draft a new, workable system, acceptable to all.

"A little give and take is needed so all can march together," he declared. "You will not lack opportunity to get together while I am here."

With the matter, thus ordered back to committee, exhibitors presented their resolution to junk the uniform contract. C. C. Pettijohn, head of Film Boards of Trade, proposed a substitute resolution to form a committee of six to arbitrate amendments to the contract and to the arbitration system, with Chief Justice Taft to be asked to name a seventh arbitrator in event of deadlock.

Consideration of the resolution which seeks to prohibit distributor theatre operation, followed, with the chairman stating such operation is legal, except where unfair methods are resorted to.

Showing by a distributor of a signed contract application to another exhibitor to obtain higher prices or by an exhibitor to obtain lower prices was branded unfair. Other distributor resolutions passed were outlawing of allocating by exhibitors of the various companies' product they will buy, and the changing of titles and cutting of film. These are Resolutions Nos. 11, 16 and 17.

Hearst Is in Favor Of Federal Censorship

In an editorial appearing simultaneously in the New York American and a score or more of Hearts newspapers throughout the country, William Randolph Hearst sponsored Federal film censorship. State censorship, Mr. Hearst says, has failed and should be supplanted by government control.

Johnny Arthur, star of Educational-Tuxedo Comedies.

UFA Completes Production of 25 Oddities for M-G-M

Ufa has completed production of the twenty-five "Oddities,' the novelty single-reelers, which are being released by Metro-Goldwyn-Mayer this year. Seventeen of the titles of this series were announced three months ago. In completing the program, however, the order of release of certain numbers have been changed which together with the addition of the subjects to complete the schedule make the complete line-up as follows:

"An African Adventure," "Jewels of Venus," "Soaring Wings," "Dog Days," "Death Traps," "Assorted Babies," "Fight for Life," "Winged Death," "The Lion Hunt," "The Parasol Ant," "Jungle Round-Up," "Secrets of the Sea," "The Monarch of the Glen," "The Palace of Honey," "The Wicked Kasimir," "Amazing Lovers," "Nature's Wizardry," "Sleeping Death," "Golden Fleeces," "Sanctuary," "Tokens of Manhood," "Perfume and Nicotine," "Primitive Housekeeping," "Children of the Sun" and "A Happy Omen."

At the present time the first four subjects have been released and have received the hearty endorsement of many exhibitors.

Thematic Music Cue Sheets For Paramount Comedies

With a view to giving exhibitors all possible help in putting over short feature product the Paramount exchanges throughout the country have been supplied with Thematic Music Cue Sheets which have been prepared for the 36 Paramount-Christie comedies released on Paramount's 100 per cent program for the 1927-28 season.

The Thematic Music Cue Sheet does its work in the most important branch of picture presentation, by suggesting the correct general musical atmosphere, as well as the appropriate and fitting changes for each particular scene and action.

The Thematic Music Cue Sheet differs from the old type cue sheet by reason of that fact that in addition to everything the old type suggested, the Thematic gives for each cue a sufficient number of bars of the actual music, to correctly convey the proper atmosphere so that it cannot be misinterpreted by any musician regardless of his nationality or library limitations, for it speaks to him in the language he best understands, and that is actual notes of music.

34 Films on the New Season's Schedule Are Completed by Paramount

Though the season is but 10 weeks old Paramount has already completed 75 per cent of its product for the first 6 months. Out of 44 pictures scheduled for release from August 1, 1927 to January 21, 1928, 34 are now finished. Twenty-one of these have been released and the balance are now ready for the exhibitor, although some of the latter number are not scheduled for distribution until January, 1928. With a total of 80 pictures scheduled for release during the entire season and 34 completed 10 weeks after the start of the film year, it can readily be seen that Paramount is well up on its schedule.

At the Paramount international convention last May Jesse L. Lasky stated that release dates would be met promptly this season. With 40 per cent of the years output practically "in the cans" at the present date, Mr. Lasky's statement proves no exaggeration.

Tiffany Signs Up New Directors and Writers

M. H. Hoffman, vice-president of Tiffany Productions, Inc., in charge of production now in California, announces the following directors who have been signed by Tiffany to handle the directorial end of their program of twenty-four gems for 1927-28; Phil Rosen, Marcel DeSano, George Archainbaud, Louis J. Gasnier and King Baggott.

Mr. Hoffman has also signed for the scenario department five prominent writers to prepare the scripts and scenarios for the Tiffany program to be released for 1927-28: Alga Printzlau, Gertrude Orr, Peter Milne, Frances Hyland, and John Francis Natteford.

Phil Rosen, director, is best remembered for his picturization of "The Life of Abraham Lincoln" which not only was acclaimed a masterpiece of the screen but also won the Photoplay magazine medal for the best picture of the year. Marcel DeSano is known for his splendid directing of "Blarney" and Lon Chaney in "The Ordeal." George Archainbaud has gained an enviable reputation of having directed Milton Sills in some of his best productions. Louis J. Gasnier has already demonstrated his ability in turning out box-office winners for Tiffany. King Baggott, for many years was one of the screen favorites and then tried his hand on directing. His success is already proven by the splendid pictures he has directed for some of the leading companies in the industry.

N-E-W-S B-R-I-E-F-S

When Charlie Chaplin finishes work on "The Circus" within the next two weeks, he will begin work immediately on "The Suicide Club." Although the story is an original, Robert Louis Stevenson once wrote a story with the same title.

* * *

Six well known comedians will be in the cast of "Gentlemen Prefer Blondes." They are Chester Conklin, Mack Swain, Ford Sterling, Trixie Friganza, Blanche Frederici, and Emily Fitzroy.

* * *

Buck Jones has severed his connections with Fox. He has finished "The Branded Sombrero" and is now seeking other affiliations. It is rumored that he may organize his own producing company and distribute through some other company.

* * *

Hoot Gibson's next for Universal will be "Hey, Rube." Del Andrews is directing. The story has a circus background.

* * *

Fox-Case's Movietone has made a big hit in London. A report from the English capitol says that it is the best synchronizing machine yet seen in England.

* * *

John Murr, who plays the role of a colored servant in M-G-M's "In Old Kentucky," is the oldest actor on stage and screen. He is 100 years old.

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Vitaphone scores have been arranged for all Warner pictures made for the season's schedule.

* * *

Victor Potel, one of the best known comedians in the early day films, has been signed to write gags for Educational comedies. Potel is best remembered for his portrayals of "Slippery Slim" in the old Essany days.

* * *

Universal's "Uncle Tom's Cabin" will be released in 12 reels, according to the final plans. The picture cost more than $2,000,000 to produce and required more than a year to film.

* * *

Jack Mulhall and Dorothy Mackaill will be seen again as co-stars in "Ladies Night in a Turkish Bath." Eddie Cline is directing this comedy for First National.

Last year's feature pictures amounted to 823, according to the Film Board of Trade Bulletin.

* * *

American pictures are shown in 70 countries with titles translated into 37 languages.

* * *

Bebe Daniels' next for Paramount will be "Wooden Dollars." Richard Arlen will play opposite her. "Miss Jockey," which was supposed to go into production as Miss Daniels' next picture has been held up until suitable race track locations are available.

* * *

Hughie Mack, one of the early day comedians of the screen, was found dead in his room in Los Angeles last week.

* * *

John Considine, Jr. has been made general manager of United Artists by Joseph Schenck.

* * *

James Cruze has selected "The Red Mark" as his next picture under the Pathe-De Mille banner. Cruze is now an associate producer for De Mille.

o o o

Ray Rockett, who has supervised many First National pictures, has sailed for Berlin where he will direct the German production activities which First National is now promoting.

o o o

Tiffany has secured one of the oldest five-masted schooners afloat for the locale of Jack London's story, "White and Yellow." The "Billings" is said to have had more stories written around it than any other ship afloat.

o o o

Emanuel Cellar, a Democratic representative in Congress from New York, will introduce a bill which would repeal the law which prohibits the transportation of fight pictures between states.

* * *

"The King of Kings" has closed its first six months of continuous showing on Broadway. It will play indefinitely.

* * *

There is such a thing as too much realism. A Japanese patron in a Tokio picture theatre got excited when the villain of the picture began to get the best of things. The Jap rushed to the screen to chastise the villain and began to slash the screen with a knife. He did so much damage that the theatre had to close down for repairs.

G. E. Quigley, one of the best known attorneys in New York, was elected last week to the office of vice-president of the Vitaphone Corporation. He will assume his duties immediately with headquarters at Warner Brothers. For the past year he has been connected with the legal department of the Western Electric Co., the licensor of Vitaphone.

* * *

"The Big Parade" grossed more than $1,750,000 during its record breaking run of 22 months at the Astor, New York.

* * *

When Constance Talmadge arrives from Paris next week she will go to Hollywood at once to start on her first production for United Artists.

* * *

Paramount will resume production at its Long Island studio after a shut down of six months. The picture to be made there will be "Glorifying the American Girl."

* * *

Ernst Lubitsch and Emil Jannings will be re-united as director and star, respectively, when they begin work on "The Patriarch." It will be the first time the celebrities have worked together since they made "Passion" in Germany several years ago.

* * *

Attorney-General Sargent states that although some evasions are being made through subterfuge, the law against the showing of fight films is being enforced and the Department of Justice is squarely behind the law.

* * *

By unanimous vote, Samuel Goldwyn has been elected an owner-member of United Artists Corporation by the seven other owner-members, the election taking place a few hours prior to the departure for England of Joseph M. Schenck, president of the corporation. In addition to Goldwyn, the owner-members are the four founders, Mary Pickford, Charles Chaplin, Douglas Fairbanks and David W. Griffith; and Norma Talmadge, Gloria Swanson and Schenck.

* * *

In "The Big City" Lon Chaney and Betty Compson will be seen together for the first time since they appeared in "The Miracle Man," which started both on the road to fame. Chaney plays the role of a gangster in the new vehicle.

Strikes and Spares

In one way the bowlers this week had just the same results or might we say lack of results as they did last week—the balls backed up when they should have hooked, zigged when they were intended to zag—splits came up when strikes were looked for and few decent scores were made.

o o o

"Little" Gus Harms was no doubt the most shining exception to the above—and how he knocked the old maple pins over was mighty sweet. Gus got a flock of strikes in one game that gave him 239 and made him high man for the evening.

o o o

Comer of the F B O team is going to be a hard man to keep from the top of the individual average column—he had high series Monday—and his 233 game was right behind Gus for second honors.

o o o

Al Danke got quite a scare the other night when he thought that a couple of thugs were waiting outside his office door to stick him up when he came out—can't blame Al for feeling a bit timid under the circumstances. But when Al is bowling his nerves are like iron—he can look a seven-ten split in the face and never bat an eye—if the audience is large enough so that the applause will be sufficient to warrant the effort Al will guarantee to make the shot. From now on we are going to call him "Split" Danke because Monday night he proved that he can make the widest split on the alley. Guess we'll have to get "Split" a new medal to carry along with his perfect game emblem which he so highly prides.

o o o

You Captains who decided on five men teams had better get busy and scout up some bowlers. Monday night every team had at least one straw man. Universal took all honors along that line by having three straw men.

o o o

Metro and the F B O teams are still tied for first place each having won 7 and lost three. It seems though that the F B O team has a little the edge on the Metro gang.

o o o

In the three games that Gus Harms bowled he didn't make a single foul—it might be well for the team against whom Gus is rolling to caution the foul boy to watch the upper part of his body rather than his feet, because when his foot is still some distance from the line his waist is apt to cause him to foul.

Fischer of the Paramount team again breaks in to print by shooting the only game under 100—his 89 was one pin better than last weeks 88 so in the course of a few weeks following the same average he should be able to keep them all over 100. How about it Fischer?

o o o

Two new teams in the ladies league were on hand Monday. The newcomers being the Warner Orphans and the Movie Age teams. Both teams were short and there is still room for more bowlers of the fair sex. Don't stay away because someone didn't ask you to bowl—come right on up to the Elks alleys next Monday at 9 P. M. and strut your stuff.

o o o

Miss Eva Casper of the new Movie Age team set the pace for the girls. Eva not only throws a good ball but she can talk to it as well. Perhaps that is the reason her game of 133 and her total of 373 were high for the evening.

o o o

Miss Miller (have to call them all Miss as there is nothing on the score sheet to indicate otherwise—and not knowing them all personally it is necessary to take this chance) any way, Miss Miller—she works for First National—took the booby prize with her score of 16.

o o o

We are running the individual and team standings to date so you ran see how you stack up with the rest of the bowlers. If you are not satisfied with your average, better try a little practice during the week. It's good for you and it helps business at the alleys—that's all.

FILM LEAGUE STANDING
as of October 18, 1927

	W	L	A	Total Pins
F B O-Warner-Liberty	7	2	777	6584
M-G-M	7	2	777	6895
First Nat'l- U.-A.	5	4	555	6177
Pathe	4	5	444	6126
Paramount	3	6	333	5802
Universal - Blizzard	1	8	111	5990

INDIVIDUAL AVERAGES

Comer	193	Fangman	143
Hensler	186	Funk	143
Harms	167	Connors	142
Gorham	163	Trent	140
Bierman	162	Von Dollan	139
Barker	155	M. Monsky	137
P. Monsky	154	Branson	130
Friedel	153	Mitchell	123
Doherty	149	Malchaw	120
McLucas	148	Wilson	118
McBride	150	McCool	114
Morrison	147	Nedley	115
Danke	144	Fischer	112
Strickland	146	Champman	106
Mendelson	144	Diamond	106
Howell	144		

Booth Fire at Springfield, South Dakota, House

A fire in the booth of the Strand Theatre, Springfield, South Dakota, Monday, October 17 destroyed two reels of The Winning of Barbara Worth—The only other damage done was to one of the machines. It is not likely that the theatre will have to close down at all.

Newman With National

E. I. Newman is a new addition to the sales force of National Theatre Supply and is covering the eastern Iowa territory and with headquarters at Des Moines. Mr. Newman has had a great deal of theatrical equipment engineering experience and has been active in the Cleveland territory until transferred to Omaha.

DAN DESDUNES
ENTERTAINERS
Will Draw the People and
Please Them After They Come
2516 BURDETTE ST.
OMAHA, NEBR.

NOTICE TO EXHIBITORS
TO AVOID CONFUSION
PLEASE BE SURE TO
ADDRESS ALL MAIL FOR
THE FIRM,
TIFFANY Productions
BY STREET NUMBER TO
1506 Davenport St.
OMAHA, NEB.
There Has Positively Been
No Change in This
Organization
MAX WINTROUB, Mgr.

Moving Along Movie Row

Mr. Biemond, exhibitor from Loup City and Ord, Nebr., called on Film Row Saturday, October 15.

* * *

Harry Day of the Princess Theatre at Mapleton, Ia., visited the exchanges last Tuesday.

* * *

Charles Prokop of the Rex Theatre at Wahoo, Nebr., was in Omaha last week.

* * *

Ed Cohen of the Fox staff is the father of a new baby girl since Thursday, October 13. Mr. Matson, Fox booker, celebrated the event by smoking a cigar for the second time in his life. The other time was at the big earthquake in San Francisco according to Matson.

* * *

Charles Tenant, former exhibitor at the Park Theatre at Arnolds Park, Ia., visited Film Row last Monday.

* * *

W. F. Granville, formerly with the Exhibitors Supply Co., is now working out of Omaha for Quality Theatre Supply Co.

* * *

We understand that Westley Booth of Nebraska City will not run the Dempsey-Tunney fight picture in his shows because Mr. Monsky couldn't tell him who wrote it.

* * *

F. J. O'Hera of Elgin, Nebr., drove into Omaha with a brand new Chrysler and collided with one of Omaha's expert drivers. He sang the blues for three days waiting for the car to be put in condition to be driven home.

* * *

E. M. Saunders, western central sales manager for M-G-M, and H. P. Wolfberg, district manager, were visitors at the Omaha branch recently.

* * *

The Strand Theatre at Cedar Rapids reports a mighty successful opening with its first Vitaphone picture, "When a Man Loves."

* * *

The Strand Theatre at Pierce, Nebr., recently installed some new equipment including two Preddy Super Reflector lamps, a Roth motor generator, lenses and various other articles, purchased from the Quality Theatre Supply Co.

* * *

Bob Morrison has succeeded Lowell Dollen as head of the poster department at Universal.

Grace Meehan of the Universal staff has just returned from a weeks vacation.

* * *

H. W. Wengel, booker for Hostetler Amusement Co., is in Omaha for a couple weeks.

* * *

J. H. Murphy, play date representative from New York, visited the Universal branch October 13 and 14.

* * *

H. E. McKeen, district manager of Fox, is in Omaha for a couple weeks.

* * *

Mr. Danziger, Harold Lloyd representative from New York, visited the Paramount office at Omaha for a few days.

* * *

Wendel Ball, former Fox poster man, has gone to Denver to work for M-G-M. George Bonacci has taken his place at Fox.

* * *

A. Pytlik of the Star Theatre at Brainard, Nebr., was in Omaha Thursday, October 6.

* * *

A surprising number of women were visitors at the exchanges the week of October 10. Among theme were: Mrs. Holdridge of the Scenic and Empress at Shenendoah, Ia.; Mrs. Hockenburry of the Liberty at Oakland, Ia.; Mrs. L. H. Ireland of the Passtime at Logan, Ia.; Mrs. Emil Grosse of the Gem at Beemer, Nebr.; Mrs. Van Tassel of the Armory at Clarinda, Ia.; Mrs. Mason of the Empress at Malvern, Ia. and Mrs. F. C. Trimble of the Auditorium at Milford, Nebr.

Five Years Ago

(From the Files of Movie Age)

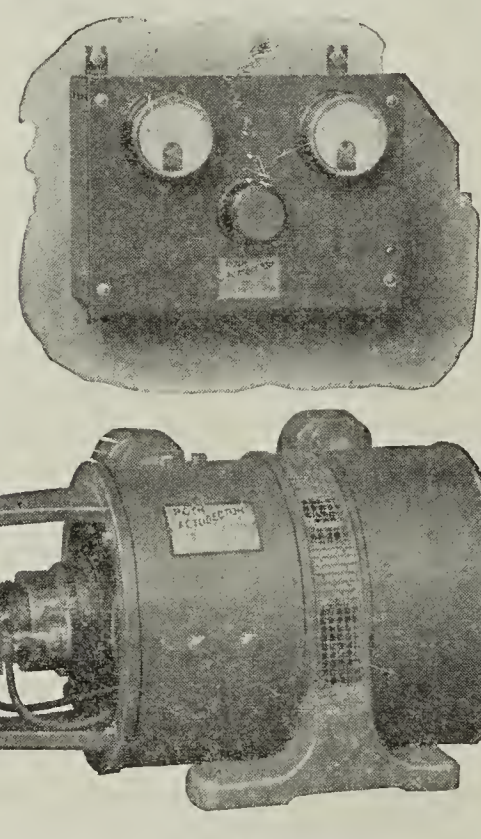
The annual convention of the M. P. T. O. of Iowa and Nebraska opened November 1 in a two-day meeting in Omaha. Some of the visiting celebrities were A. J. Moeller, general manager of the M. P. T. O. A., Sidney S. Cohen, M. Van Praag, recording secretary, W. A. Steffes, Charlie Sears, president of the Missouri Association and many others. Approximately 300 delegates were in attendance.

H. A. Phillips has been assigned to the Omaha Goldwyn office as exploiteer.

Bud Barsky, president of the Pioneer Film Co., this week bought out the Popular Pictures Co., and will operate both exchanges on a complete program basis.

Where are they now—the men who were managers of Omaha Exchanges five years ago? At that time, the line-up was: H. N. Holmes, F B O; A. Kahn, Crescent Film Exchange; H. F. Lefholtz, Universal; Ben B. Reingold, Goldwyn Exchange; Harry Melchor, Hodkinson; Abe Levine, Sterling Film Exchange; E. L. Alperson, First National; C. A. Schultz, Vitagraph; Phil and Mayer Monsky, Liberty Films, C. F. Senning, Educational; Sidney Meyer, Fox; Oscar Hansen, Pathe, and others.

ROTH Actodector Motor Generator



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Strand ——— Pierce, Nebr.
Sunbeam ——— Geneva, Nebr.
Empress ——— Shenendoah, Ia.
Opera House ——— Onawa, Ia.

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Everything in Theatre Equipment
Distributors for Roth Products
Use a Roth Motor on your Blower Fan

CURRENT RELEASES

Week Ending October 15, 1927

EDUCATIONAL

Burning Timber, Outdoor Sketches, (1).
Shooting Wild, Jack Lloyd, (2).
The Stunt Man, Larry Semon, (2).

F B O

Shanghaied, Ralph Ince, (7).
Jake the Plumber, De Vorska, (7).
She Troops to Conquer, Beauty Parlor, (2).

FIRST NATIONAL

Breakfast at Sunrise, Constance Talmadge, (7).

FOX

Pajamas, Star Cast, (6).
Captain Kidd's Kittens, Animal Comedy, (2).

LIBERTY

No releases scheduled.

METRO-GOLDWYN

Spring Fever, Star Cast, (7).
Hidden Death Traps, Oddity, (2).
The Old Wallop, Our Gang, (2).

MIDWEST

The Tigress, Jack Holt, (7).

PARAMOUNT

Jesse James, Fred Thomson, (7).
Now We're in the Air, Beery-Hatton (7).
The Wedding Wow, Bobby Vernon, (2).
Ko Ko Explores, Inkwell, (1).
Topsy Turvy, Krazy Kat, (1).

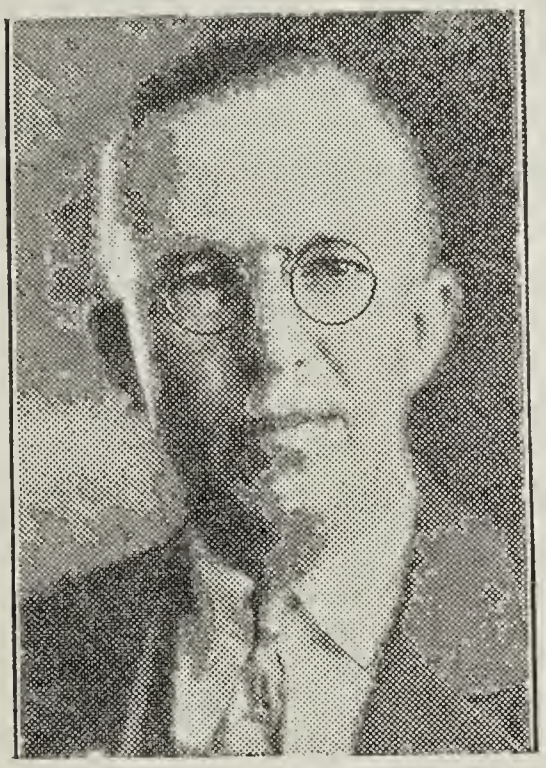
PATHE

Hawk of the Hills, No. 9, (2).
The Big Tent, Aesop Fables, (1).
Combat, George Walsh, (5).
Flying Luck, Monty Banks, (5).
The Wise Wife, Phyllis Haver, (6).
Should Second Husbands Come First? (2).
Daddy Boy, Ben Turpin, (2).
From Soup to Nuts, Rare-Bit, (1).

UNIVERSAL

The Chinese Parrot, Star Cast, (7).
The Closing Web, Hayden Stevenson, (2).
Fighting Finish, Collegians, (2).
Picking on George, Sid Saylor, (2).
The Red Warning, Newton House, (2).

WHO'S WHO
IN LOCAL FILM CIRCLES



A. "TED" MENDENHALL

A. "Ted" Mendenhall, branch manager of Paramount, is one of the most interesting figures along film row.

A quiet unassuming little fellow is "Ted," a square shooter and a dandy good fellow to work with, who seems to possess all the necessary talents for maintaining peace.

During the war "Ted" was a mess sergeant in the army, and an expert according to Harry Weinburg who enjoyed some of his very best meals. But we must not omit the fact that at one time he sold tobacco and sweeping compounds with the same old efficiency.

After a two-month course at a salesmanship school in New York, Ted was chosen by Paramount for a position. He was placed in the Des Moines territory and after three and a half years there, was sent to Minneapolis for a short time.

So efficient was our hero that he was taken out of the obscurity of salesmanship and made branch manager of the Sioux Falls office. With his first experience as a manager, Mr. Mendenhall was brought into the limelight when his office took second place in a national contest of Paramount branch offices.

After two years in Sioux Falls, May, 1926 found him with the same title in Omaha where we hope we can keep him for a good long time.

Mr. Mendenhall has the distinction of being with the same company ever since he entered the first Paramount office, and the still more surprising distinction of being a bachelor.

If we can accuse him of a hobby it must be hunting or fishing. He has also been known to play golf. Now what more could you want?

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING OCTOBER 15

SUN

Ben Hur, Ramon Navarro.
(Second week).
Distributed by Metro-Goldwyn.
BUSINESS: Still good.

WORLD

Heart of Maryland, Dolores Costello
Distributed by Warner Bros.
BUSINESS: Very good.
AUDIENCE REACTION: Highly favorable.
HIGHLIGHTS: Battle scenes, the warning bell does not ring; Maryland before the firing squad.
THEME: Story of the Civil War in which the girl, Maryland Calvert, saves her lover from a treacherous rival by swinging on the clapper of the warning bell and is in turn saved from the firing squad by the galantry of Southern soldiers.
SUMMARY: A good picture.
ENTERTAINMENT MERITS: 95 per cent.
SHORT SUBJECTS: Imperial comedy, "Slippery Silks."

RIVIERA

The Magic Flame, Ronald Coleman, Vilma Banky.
BUSINESS: Very good.
AUDIENCE REACTION: Interest held throughout.
HIGHLIGHTS: A fight in the Prince's suite.
THEME: Ronald Coleman plays double as king and clown. Fights himself to win circus performer's love.
SUMMARY: A very good picture.
ENTERTAINMENT MERITS: 90 per cent.

RIALTO

Figures Don't Lie, Esther Ralston.
BUSINESS: Good.
HIGHLIGHTS: Comedy moments, incidents at a picnic.
THEME: The experiences of a very efficient private secretary trying to conduct the business affairs of her boss without being shot by his wife.
SUMMARY: Excellent comedy.
ENTERTAINMENT MERITS: 85 per cent.

DES MOINES FILM MARKET

Orpheum and Publix In Strong Competition For Des Moines Patronage

The nation-wide competition between the Orpheum and Publix theatres is proving to be very strong at Des Moines, and theatre goers are promised an exceptionally good series of attractions this season.

With the Orpheum theatres showing pictures and the Publix houses giving presentations, the type of entertainment offered by both groups is so similar, that they are thrown into closer competition with each other than heretofore.

Both Publix and Orpheum officials are said to have visited Des Moines recently to observe the situation.

The Capitol and Orpheum Theatres, representing the two groups, have a strong line-up of attractions, and with these two competing for patronage, it looks like a good winter for Des Moines theatre-goers.

BRIGHT BITS *and* NEWSY NOTES

The theatre at New Market, Iowa, owned by Lace and Shreck has been closed.

* * *

The Gem at Sheldon, Iowa which has been closed while it has been completely redecorated, has been opened again. Kehrberg Brothers are owners of the Gem.

* * *

A change of ownership was reported by the Des Moines Film Board of Trade in the theatre at Pringhar, Iowa, which was previously owned by Mr. Aldinger and is now under the management of Frank J. Neal.

* * *

Visitors in Des Moines Film Row were C. H. Cokingham of the Opera House at Ayreshire, James Martin of the Strand at Creston, Wayne Dutton of the Plaza at Manchester.

* * *

A. J. Debolt of the Strand at Cedar Rapids who has been remodeling his theatre bought two Peerless lamps as additions in booth equipment.

WHAT THE PICTURE DID FIRST RUN

AT DES MOINES THEATRES WEEK ENDING OCTOBER 15

DES MOINES

Ben Hur, Ramon Novarro.
Distributed by Metro-Goldwyn.
BUSINESS: Tremendous.
AUDIENCE REACTION: Held spellbound by this masterful picture.
HIGHLIGHTS: The chariot race, battle of ships, Biblical scenes.
THEME: Biblical story based on Lew Wallace's famous novel.
SUMMARY: A remarkable production; crowds turned away at nearly every night showing.
ENTERTAINMENT MERITS: 100 per cent.

CAPITOL

Shanghai Bound, Richard Dix.
Distributed by Famous Players.
BUSINESS: Very good.
AUDIENCE REACTION: Liked it very much.
HIGHLIGHTS: Waterfront scenes, rapid action.
THEME: The petted beauty whose father owns a line of boats in China, meets the captain of one of these river boats and amidst exciting struggle learns what a real man he is.
SUMMARY: Good attraction at most theatres.
ENTERTAINMENT MERITS: 85 per cent.

STRAND

Figures Don't Lie, Esther Ralston.
(First half of week).
Distributed by First National.
BUSINESS: Fair.
AUDIENCE REACTION: Lukewarm.
HIGHLIGHTS: Comedy moments, incidents at a picnic.
THEME: The experiences of a very efficient private secretary trying to conduct the business affair of her boss without getting shot by his wife.
SUMMARY: Not especially strong but did fairly well.
ENTERTAINMENT MERITS: 80 per cent.

(Last half of week).
The Blood Ship, Hobart Bosworth.
Distributed by Columbia.
BUSINESS: Good.
AUDIENCE REACTION: Interest held well.
HIGHLIGHTS: Brutality on the old merchant vessels, several fights.
THEME: An old seaman ships under a captain noted for his cruelty in order to avenge an ancient wrong.
SUMMARY: Des Moines patrons are little tired of sea pictures, but attended quite well for half week's run.
ENTERTAINMENT MERITS: 80 per cent.

Miss Lytell in Des Moines

Miss Audrey Lytell was in Des Moines last week supervising the work of the Des Moines Film Board of Trade which was recently taken over by Miss Leone Mathews, formerly of the A. H. Blank organization. Miss Lytell who is held by the New York office to be sent wherever extra work is on hand at the various boards has had no calls for urgent aid so she will stay on to supervise the Des Moines and Omaha offices until ordered to some other territory from the New York office.

Eloise Taylor in "Broadway"

Eloise Taylor selected as the winner of the beauty contest judged by the late Rudolph Valentino on his visit to Des Moines will play in the New York company of "Broadway" carrying the role of "Grace." She will understudy the leading lady. Miss Taylor has had experience in amateur performances in Des Moines with the Drama League and with the Princess Players.

Bad Weather Hurts Small Iowa Towns

The smaller towns in Iowa have been suffering severely from the continued cold and rains, for the past several weeks.

Opportunity—

See The Clearing House
Page 26

EXPLOITATION IDEAS AND HINTS

Banners and Tie-Up Help "Ben Hur" in Frankfort

Gaily colored banners above the main street helped to advertise "Ben Hur" in the Connelly Theatre, Frankfort, Indiana. Mr. Connelly, owner and manager of the theatre put on the campaign. He was assisted by an M-G-M exploiteer.

These banners were put up ten days in advance of the showing of the picture. The title, billing and play date were painted red and back on white and made a great display. Two of these banners were over forty feet in length, and as the main street of Frankfort is not very long they could be seen from either end of the town.

Billing and newspapers were also used in five of the adjacent towns. This was done one week in advance of the showing.

Fifteen waste paper boxes and ten one-sheet boards located on all the principal corners of the loop carried "Ben Hur" advertising one week in advance of the showing of the picture. A trailer and slide were also used ten days in advance.

A tie-up with the library enabled the showman to place two thousand five hundred book marks on their distributing table and an art card on the library bulletin board.

Lollypops and Sundaes Make Good Exploitation

W. H. Bergemann, Strand Theatre, Fort Dodge, Ia., put over a good stunt for advance publicity on "Naughty But Nice."

Bergmann bought a large quantity of lollypops which he distributed at his theatre several days in advance. A tag was tied to the wooden holder of the candy, which read: "This is naughty-but m-m-m-mm, but it's awfully nice! See Colleen Moore in 'Naughty But Nice' at the Strand, starting Sunday."

Bergemann used another good confectionery stunt in connection with "Camille." He tied-up with two ice cream parlors on an agreement to make up a Camille Sundae and advertise it extensively a few days in advance of the showing.

"Bang Gun" is Used to Promote "Big Boy" Comedies

A "Bang Gun" is being made by the Spotswood Specialty Co. of Lexington, Ky., for use as exploitation matter for Educational-Big Boy comedies. The gun is made of paper and is shaped like a revolver making a loud report when it is pulled through the air.

It features a printed picture of "Big Boy," star of all Juvenile Comedies together with other informative copy relating to the theatre and time your particular comedy is playing at your house. This Bang Gun is a toy or souvenir that will be eagerly sought by every child in your community. It is a sure-fire means of exploiting this comedy.

Samples of this gun may be obtained by writing to your Educational exchange and orders for any quantity may me placed through your exchange. This is done so that you may secure the benefit of the extremely low prices they have obtained for large lots. The exchange will give you price quotations.

Builds "Circus Week" for "Painting Town"

C. D. Haug, manager of the Gillioz Theatre in Springfield, Mo., built a Circus Week around the importance of peanuts in "Painting the Town." By the use of muslin streamers his lobby was made to look like the side show of the circus with banners, baloons and sundry novelties and a "Main Entrance" sign over the doorway. A clown kiddie contest was advertised to supply the circus atmosphere on the stage. And the result was that every kid in town turned out for "Painting the Town" and most of them brought the grown-ups with them.

Clara Bow Impersonators Boost "Hula" in Cleveland

A good impersonation contest was promoted by the Allen Theatre, Cleveland, during the showing of "Hula."

The theatre advertised that it wanted to find a girl who looked like Clara Bow. About fifty girls applied for the honor. The winning girl was given a job of giving out heralds from a grass hut in the lobby. Plenty of newspaper publicity awarded the idea.

Good "Fast and Furious" Campaign in Mansfield, O.

To find out how well-known the name "Universal" is to theatre patrons, Tim Roberts, manager of the Ritz Theatre, Mansfield, Ohio, used that word in a misplaced capital letter contest run in connection with a cooperative page on "Fast and Furious" when the Universal Denny comedy was playing in his house. He found out to the tune of 200 tickets, a single ticket being the reward for the correct answer, but since almost every one of these tickets brought in a paid admission the stunt proved profitable in cash as well as good will.

Each ad on the page carried one or more misplaced capital letters which, when discovered and put together in the proper order, spelled "Universal." Each space also carried a cut from the "Fast and Furious" press book and copy about the picture or the star. Window displays on the picture were used by all the merchants who joined the theatre in the ad page.

The local agency of the Auburn car, which has been tied up nationally with this picture, took big space in the co-op page and placed a car on the street properly bannered about the picture. They also used two big Denny banners which the theatre had had made for the County Fair which was in session three days before the picture opened.

The Mansfield News, assisted by the police department, conducted a careful driving campaign with a pair of tickets to the Ritz given to the careful drivers reported by the traffic cops. This gave "Fast and Furious' publicity with each story about the campaign.

War Vets Bring Publicity to "Rough Riders"

Spanish-American war veterans exploited "The Rough Riders" when that picture played Des Moines, Ia. The veterans marched to the theatre from their headquarters and the drum corps gave a concert in front of the theatre.

Toy Train in Lobby

A toy electric train running around a table in the lobby of the Majestic Theatre, Johnson City, Tenn., brought good business for "The Black Diamond Express," according to W. H. Youngblood, manager.

National Guard Parade Puts Over "Big Parade"

Manager Tom Pierce, aided by a Metro - Goldwyn - Mayer exploiteer, recently made some innovations in the presentation of "The Big Parade," when that epic film played at the Peerless Theatre, Kewanee, Ill.

All the regular roadshow effects were used, and, in addition to this, Pierce had a good stunt of his own. As the title of the film flashed onto the screen, a blue flood light was flashed onto the stage, and across the stage, in column of twos, came a file of twenty-five soldiers. The effect was startlingly realistic.

Pierce was enabled to use this stunt through the cooperation of the National Guard unit at Kewanee, which also aided him in his exploitation of the film. They turned out for a parade on the opening night, marched from their armory to the theatre, and detailed a squad of their men to fire salute at each of the four corners of the main square of Kewanee. Then four more men were detailed by the officer in charge to stand at attention outside the theatre, while two others were stationed at the head of the theatre aisles.

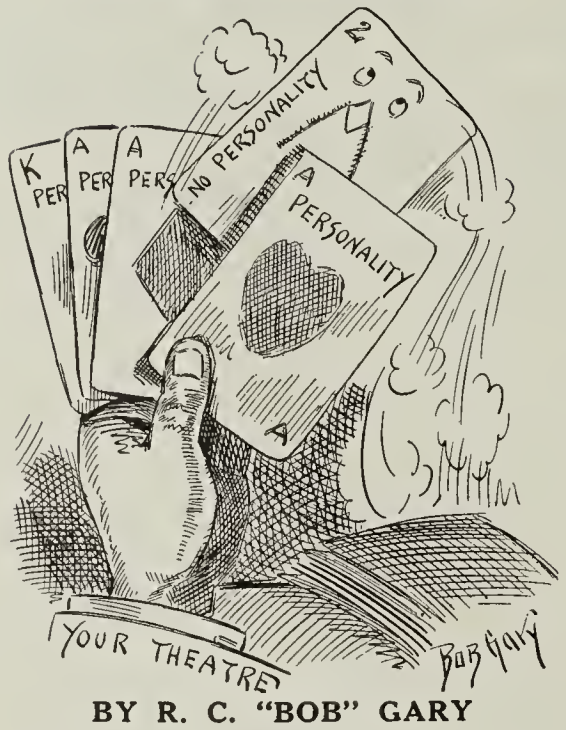
The business done on the opening day at the Peerless Theatre was the biggest since the opening of the house.

Ties "Collegians" Contest With Football Season

In the fall the fancy of young men, young women, most older men and older women lightly turns to thoughts of football, and realizing this A. J. Sharick, Universal exploitation man, hooked "The Collegians" popularity contest he promoted for the starting of the Carl Laemmle, Jr., series at the Temple Theatre, Lorain, Ohio, onto the favorite sport. Instead of the "most popular amateur athlete" in the town winning the Carl Laemmle, Jr., silver loving cup, as has been the case in most of the previous "Collegians" contests, the most popular high school football star is to be the fortunate one.

Six shops catering to student trade and the Lorain Times-Herald are cooperating with the theatre, the shops distributing the voting coupons and the paper publicizing the stunt. The contest was started off by a co-op page in the Times-Herald in which each of these merchants took space. It will run throughout the entire football season with the cup awarded after the last game.

An AD-itorial



BY R. C. "BOB" GARY

Jack built a house.

The fable, you will remember, doesn't go into details about bricks or mortar or stone or wood that went into building Jack's house. But it does tell at length about things that were in that house—the things that made it different from other houses and that made it distinctively Jack's house.

Movie theatres, the houses that you exhibitors are building, just uselessly clutter up the landscape, if they are simply piles of brick and stone. ---- -

Even assuming that pictures shown in them are as good or better than the average, they are nothing but buildings unless there's something else in them.

That something is called personality.

The builders, when they have finished, leave only a building. It may be beautiful, ultra-modern, or what have you? But it's only a building. There's nothing about it to distinguish it from dozens of similar beautiful, ultra-modern buildings.

And then the house manager steps in. Immediately that building is filled with personality. Something happens to it, something seeps into every corner of the structure. It affects the orchestra, the ushers, the house staff, the ticket sellers. And most of all it affects the audience.

Personality can make or break the house.

Many a community theatre on an out-of-the-way street, which has been in the also-ran class for years, suddenly becomes a money-making proposition when a manager steps in who has the ability to make friends. Better pictures? Yes. Live wire Exploitation? Yes. Better programs? Yes, again. But behind it all a personality that makes people feel at home in the house, that gives patrons confidence that they will receive courteous treatment and friendly attention.

Personality pays. It's the one commodity that the manager gives away every minute of the day, and if it's the right kind, the more he gives out, the bigger returns to him in good will and patronage.

What's in your house besides orchestra chairs?

"Marines" Get Elaborate Exploitation in Indiana

Metro-Goldwyn-Mayer's "Tell It to the Marines," starring Lon Chaney with William Haines and Eleanor Boardman in the cast, was well exploited at its showing in the Luna Theatre, Logansport, Ind.

Great stress was laid on a tie-up with the Marine Recruiting offices. The officer in charge permitted the showman to use six of his one sheet boards, in the most prominent locations in the business section. This officer also visited six of the smaller adjacent towns and arranged to bill and herald them for "Tell It to the Marines." One sheets, through his cooperation, were hung in the postoffices of these small towns as well as in Logansport.

Next in importance was a memory contest arranged in conjunction with the newspaper, which was put on Friday, Saturday and Sunday before the opening. Large strip characters of Chaney were taken from the "Mockery" press book for this contest. Tickets to see "Tell It to the Marines," were given as prizes to the winners.

Another stunt was the use of one thousand cards especially printed so as to show a half head of Lon Chaney. The copy matter read, "Anyone presenting a full head of Lon Chaney at the box office of the Lune Theatre will be admitted free to see 'Tell It to the Marines,'" Of the thousand cards printed it was only possible to make one hundred full heads as it took two cards, each showing a different side, to complete the picture. This stunt was very well received.

Probability

The movie exhibitor had just insured his theatre against fire. As he signed his name he turned to the insurance agent and asked:

"What would I get if my theatre was to burn down tomorrow?"

"Oh, I should say about ten years," replied the insurance man, nonchalantly.—From Brevity.

Arthur Swanke Builds "Chang" Lobby for $3

For the paltry sum of $3.00, Arthur Swanke, lobby artist for the Arkansas Amusement Enterprises at El Dorado, Arkansas, recently constructed a display for Paramount's "Chang" which brought in exceptionally good business at the Rialto Theatre. The photograph published here shows the display.

The "Hula" lobby, reproduced on this page, was built by Mr. Swanke at a cost of only $2.50 and it brought a good three days' business.

Mr. Swanke uses beaver board over and over again by washing it and cutting it into different shapes. He has used some pieces as many as ten times.

The little center-piece effect used at the Rialto for "Tell It to Sweeney" was built at a cost of 75 cents, and attracted considerable extra patronage.

Mr. Swanke has been connected with the theatre business in various capacities, but his real profession is that of the lobby artist, and he says he "would rather build a lobby or poster than eat." The economy with which he makes displays shows what really can be done to advertise a picture at small cost.

Ask-Me-Another Craze Is Used to Exploit "Parade"

Taking advantage of the Ask-Me-Another questionaire craze which was then sweeping Lafayette, a college town in India, Manager Hunter of the Luna Theatre, used a questionaire, published in the college newspaper, to help publicize his showing of Metro-Goldwyn-Mayer's "The Big Parade," starring John Gilbert under King Vidor's direction. Hunter was assisted by an M-G-M exploiteer in his promotional work on this feature.

A weekly column in the college newspaper is devoted to six questions, and during the week that "The Big Parade" played at the Luna Theatre, Hunter induced the student editors of the publication to allow him to place six questions on the production. The questions asked who the star, who the director was, and other pertinent facts about the film. Four tickets were announced as prizes for those who answered the questionaire correctly.

Exhibitors--
Send Us
Your
Exploitation
Stunts
and Ideas

Here are some lobby displays built by Arthur Swanke, El Dorado, Ark.

The PICTURE GUIDE

Little Tips on New Pictures

Les Miserables

Distributed by Universal.

(Foreign cast).

TYPE: Film version of famous novel by Victor Hugo.

TIME: About the time of the French revolution.

LOCALE: France.

LENGTH: 8 reels.

SYNOPSIS: The picture opens showing Jean Valjean completing the last years of a long prison term imposed for the theft of a loaf of bread. His term ends, he is released, and goes out into an unfriendly world, a branded man. Everywhere he finds hostility and distrust until he is taken into the home of a kindly priest. Valjean has become bitter through years of imprisonment, and ill treatment, but the priest's implicit trust in him finally awakens the spark which develops into the light of understanding and a desire to lead a life of goodness. Under an assumed name he becomes the mayor of a town and its most respected citizen; but fate intervenes in the person of Javert, a member of the police who has dogged the steps of Jean Valjean for many years looking for an opportunity to place him once more in prison, and Valjean is forced to flee from place to place followed everywhere by Javert. Valjean takes a liking to a little girl whom he sees at an inn, and adopts her. The two are father and daughter to each other, and are extremely happy. When the opening skirmishes of the French revolution take place, the girl, grown to young womanhood, falls in love with a young revolutionist. Valjean has an opportunity to kill Javert who has been discovered by the uprising citizens as a spy, but Valjean is still following the teachings of the kindly priest and permits Javert to escape. The girl's lover is shot and Valjean rescues him and escapes through the sewers of Paris. Javert sees them escaping, but he too, has seen a little of the light, and permits them to go. The young man recovers and he and the girl are united as Jean Valjean dies, happy in the thought that he has fulfilled the wishes of the kindly priest.

HIGHLIGHTS: The priest befriends Jean Valjean, Valjean becomes mayor of a town, revolution scenes, the escape through the sewers of Paris.

The Life of Riley

Distributed by First National.

DIRECTOR: William Beaudine.

STAR: Charlie Murray.

SUPPORT: George Sidney, Myrtle Stedman.

TYPE: Farce comedy.

TIME: The present.

LOCALE: A small town.

LENGTH: 7 reels.

SYNOPSIS: Riley, fire chief and keeper of a general store, and Meyer, police chief and ice man, are rivals for the hand of the village widow, Penelope Jones. When a circus comes to town, the widow is vamped by Montague, a member of the circus troupe, who quits his work to stay in town and win the hand of the charming Penelope. Riley has perfected a fire extinguisher and is giving a demonstration the success of which means much to him. Montague puts gasoline in the extinguisher and an explosion in Riley's store results. The widow and Montague are upstairs above the store and are endangered by the fire resulting from the explosion. Montague saves himself, a fireman saves Penelope, and Riley picks up a form in a heap of blankets which proves to be Meyer. When the fire extinguisher is proved to be really very good, Riley wins the widow and Meyer arranges to board with them.

HIGHLIGHTS: Comedy moments, the demonstration of the fire extinguisher, the fire.

Figures Don't Lie

Distributed by Paramount.

DIRECTOR: Edward Sutherland.

STAR: Esther Ralston.

SUPPORT: Richard Arlen.

TYPE: Comedy.

LOCALE: An American city.

LENGTH: 6 reels.

SYNOPSIS: Janet Wells, stenographer to Jones, is the most important factor in his business success, but his wife thinks that Mr. Jones and Miss Wells have a fondness for each other that is more than business-like. Bob Blewe, who also works for Jones, is interested in Janet, but the two quarrel often. At a picnic of the employes of the Jones company, a photograph of Jones and Janet is taken and it is published in a newspaper. Bob is still unable to get on real friendly terms with Janet. The next day in the office Janet tells Jones not to forget seven o'clock and Bob thinks the two are making a "date" but she is really just reminding Jones of a banquet which he is to attend. Bob becomes angry, and Janet decides to make him more jealous by going to the Jones house. She doesn't intend to go in, but is caught in the rain, and Jones sees her and insists she come in and tell him what the string around his finger is for. About that time Mrs. Jones sees the newspaper photograph of Jones and Janet and starts for home. She arrives and pulls out a gun to shoot Janet, but Bob, who has followed Janet, interferes. Janet pretends to be hurt, but while Bob is pleading with her to live for his sake, she has a timely awakening, puts her arms around him and all ends happily.

HIGHLIGHTS: Comedy scenes at the picnic, Mrs. Jones sees the newspaper photograph, Bob prevents the shooting of Janet.

April Fool

Distributed by Chadwick.

DIRECTOR: Nat Ross.

STAR: Alexander Carr.

SUPPORT: Mary Alden.

TIME: The present.

TYPE: Jewish comedy-drama.

LOCALE: New York City.

LENGTH: 6 reels.

SYNOPSIS: After much hardship, Jacob Goodman, a Russian immigrant, becomes a successful umbrella manufacturer. He loves Amelia Rosen, proprietress of a delicatessen shop, but is betrayed by Applebaum, a pawnbroker, who tells Amelia that Goodman only wants her for her money, so Amelia sells her shop and sails for Europe. Irma, Goodman's daughter, has grown to young womanhood and is preparing for a party to be held on her eighteenth birthday. She meets Amelia, who has returned, and invites her to the affair. Irma shares in her father's joy at meeting their old friend, but the old love affair is again broken up when Leon Steinfeld, Irma's fiance, is accused of a theft. Goodman makes good the loss, which takes everything he owns, and goes out to peddle umbrellas on the street as he had done before. Amelia, realizing his fine character, follows him and forces him to go with her. It is then disclosed that young Applebaum and not Irma's fiance is the thief, so everything ends happily.

HIGHLIGHTS: Jacob becomes established in the umbrella business, Amelia leaves for Europe, the robbery is discovered.

SHORT SUBJECTS

Spice of the Box Office

Should a Mason Tell

Pathe—Two Reels

Taylor Holmes and Leah Baird carry the comedy in this comical two-reeler of domestic life. Taylor joins a Masonic lodge and his wife's curiosity gets the best of her. She hounds Taylor nearly to death in an effort to find out the secrets, such as the grip, knock, passwords, and recognition signs. At last Taylor tells her a wild story of the functions of the order which further arouses her curiosity. The lodge boys hear of Taylor's situation so they decide to give her a mock initiation. This gives her a scare but it cures her and Taylor is not bothered further.

On Special Duty

Universal—Two Reels

A western featurette with Fred Gilman. Gilman as a Texas ranger is of a bragging type and enjoys to get a crowd around him in the local hotel and thrill the folks with his hair-raising adventures. Jack Hardy, Gilman's rival for the hand of the hotel owner's daughter, overhears the boasting and challenges Gilman to ride an untamed broncho. Gilman accepts and during the excitement, Hardy and his gang steal a big bank roll from the hotel safe and dashes away. But Fred is at the gang's heels, and after laying low each member of the gang, he reaches Hardy, engages him in a fight and brings back the money.

The Kangaroo's Kimono

Fox—Two Reels

Here's one of these chase pictures in which animals perform some good comedy. Gene, a slow moving, quiet sort of a fellow, has the hopes to win the town belle. He has for a rival a jazzy, fast moving young man who is just the opposite in all respects. The girl's uncle and aunt decide to settle the question by declaring that the boy who tells or shows how the old pair can reduce in weight can marry the girl. The speedy fellow puts the couple through all sort of gymnastics which nearly wear them out. Then the animals break loose and give everybody a chase up flag poles, around the ledge of buildings, and through the streets. The shy boy is declared the winner.

King of Sports

Tiffany—One Reel

This is one of the Tiffany Color Classics. It glorifies the horse in a manner somewhat different from most pictures. All scenes are in natural color. The story concerns a young man who is a lover of horses. The father of his financee is opposed to him because he believes he gets his money from gambling on horses. When the day of the big derby arrives, the girl persuades her father to attend the races. The father is swept away with the enthusiasm of the races and becomes especially interested in the jockey of the winning horse. He rushes over to meet him and discovers the boy is the daughter's sweetheart. He also learns that the boy is receiving only a loving cup for his victory and not being rewarded with money. This patches thing up and the father welcomes him as a future son-in-law.

They Call it Love

Universal—One Reel

Neely loves Sally but she won't marry him until he has proven himself kind and chivalrous. He attempts to free a strange lady from a toy balloon that lifting the bottom of her skirt to the level of her shoulder, but his fingering around her waistline is misunderstood and he gets a slap in the face, while she walks away, her skirt still afloat. Many men desert barbers' chairs to follow her.

In the gas house district he sees Gus, a tough egg, maltreating his sweetheart, Eliza. The girl pulls Neely into the fight, imploring him to aid her. Gus knocks Neely out. Neely falls on a plank at the end of which is a manhole cover that flies through the air and knocks out Gus. The girl who has had her face covered in horror during the argument looks up and sees Neely triumphant. She pronounces him a hero and his chivalry wins the day with Sally.

Flaming Snow

Universal—Two Reels

Piperock stages a show to display the dramatic class of the local talent. Carrie Waite, the fat girl, portrays the role of the helpless working girl coveted by a black bearded villian whose mustache is left sticking to the upper lip of the hapless heroine while the sleek scoundrel walks off without his whiskers. In the bedroom scene the bed breaks under the weight of the leading lady. Chilblain Benson, working the snow from the loft, drops the blizzard on the bedroom set by mistake. A cigar starts a blaze in the snowdrift and they have all they can do to put the fire out and get ready for Act III, which is a storm at sea. The wind machine does its stuff under the management of Chilblain, but a real storm outside competes with the theatrical blow, the hurricane coming in the door and making the scene too realistic. The scenery is demolished by the wind and the auditorium filled with debris under which the audience is buried.

She's a Boy

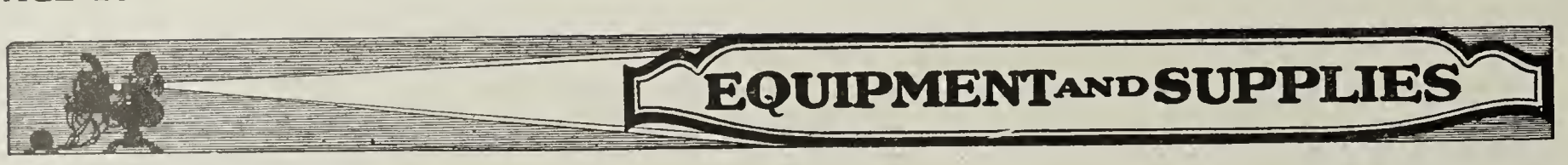
Educational—Two Reels

"Big Boy" is the hero of this dramatic comedy from the Eductional studios. He is a little French boy who's home is shattered by enemy shells. Left an orphan, he is adopted by Stanley, a hard-boiled sergeant, and the two become great pals. Just before the sergeant is ordered back to the front, he places the kid in the care of a Red Cross nurse. Stanley does not return. The nurse turns "Big Boy" over to a war-rich profiteer after the war for adoption. The man hates the kid and gives him girl's clothes. When the rich man gets angered at the kid, he chases him and "Big Boy" runs down the street. He runs into a traffic officer and discovers the policeman is Stanley, the hard boiled sergeant. There is a reunion while traffic is tied up for many blocks.

Eats for Two

Educational—One Reel

Another comedy of the unfaithful husband type. Phil Dunham and Al Thompson are wayward husbands. Phil takes out Al's wife and Al takes out Phil's wife. But they make the big mistake of taking them to the same restaurant where the action gets under way at a good rate of speed. There are several new angles in this old situation. At last things are straightened out when all four parties offer alibis for their conduct, but each knows the other is lying.



National Celebrates Its First Birthday In Field

The National Theatre Supply Co. has reached its first birthday. Although a youngster in its present form of distribution, it has developed all the tendencies of a firm which has grown up with the industry.

Listed among its achievements during its single year of rapid growth are its theatre engineering division, the one-contract plan, theatre pipe organ distribution, scenic and drapery department, day and night emergency service, and its centralized control of service.

In the first anniversary edition of The Pink Sheet, the National house organ, a sumary is presented, which we quote:

When the National Theatre Supply Company was originally visioned by the men whose untiring efforts have made possible the welding together of this composite unit of service stores, the idea of More Reliable Service, predominated all else.

To assume and maintain a closer relationship with the theatre owner; to organize along economic lines and build up solidly an organization whose personnel could be expected to merit and hold the confidence and respect of the theatre trade, was foremost in the minds of the incorporators of the company.

Bringing the equipment industry up to a standard of dependability—raising it out of a more or less chaotic state, and placing it upon a plane of efficiency with a sound basis of economy underlying, has reacted most favorably to the advantage of theatre owners as well as to manufacturers who are brought into closer contact with them through National Service.

So, today, as during the past year of its activities, National is stressing the importance and necessity of its unified service—not particularly that which is rendered in any given instance, but year in and year out and on every occasion where service is needed.

In order to render the type and scope of service, the need for which has long been apparent in the equipment and supply business, it was first necessary to provide the means of giving it. This has been done. Men of ability and integrity were employed; new departments have been created and placed in capable hands, and to these the exhibitor may submit his problem, regardless of what may be its nature, with the utmost assurance of conscientious attention and a correct solution.

Reflector Arc Dissolving Projector Now On Market

The Brenkert Light Projection Company have placed on the market a new dissolving projector which uses the reflector arc principle. The complete equipment includes the new Brenkert reflecting type arc burner with automatic feed, large diameter fully corrected mirror with external adjustments, condensing lenses, single type built-in slide carriers with swiveling adjustments, light cones, fast operating curtain shutters, 25-16-in. diameter, double achromatic projection lenses in any focal length from 14 in. to 36 in., front dowser shutters, slide tray, 60 ampere switch and box with leads to arc lamp, automatic pilot lamp, and arc control and heavy three-legged floor base with height adjustments.

The standard finish is blue steel and silver green with nickel plated trimmings. The overall measurements are: 15 in. wide; 62 in. long; 48 in. to 57 in. high, with a 9 in. height adjustment. The recommended current is from 20 amperes to 35 amperes for all projection distances in present day theatres.

A unique feature of this new slide projector is the unit assembly of the condenser lenses, slide carriers, curtain shutters, and light cones on the front plate of the lamphouse. All of these elements are mounted on a separate base which is attached to the front plate in such a manner that it can be rotated back and forth over an angle suficient to permit matching the slides for height on the screen. A control handle is provided for this work.

Each slide carrier, condenser lens, curtain shutter and light cone assembly, in turn, is mounted on another, smaller, base which is mounted on the main assembly base so that these, too, can be rotated in order to adjust the slides for skew.

The arc burner was especially designed to accommodate a full 16 in. trim of carbons so that when once trimmed, no futher setting of carbons will be required. The bearings on each carbon holder are extremely long and all mechanical fits are held to very close limits to prevent rocking of the carbons thus assuring their accurate alignment at all times. A double focussing arrangement is provided for initial adjustment purposes. A pilot lamp, operated by a door switch, is also furnished so that the opening or closing of the main lamphouse door automatically operates the pilot lamp.

The optical design of the equipment is such that slides may be accurately matched on any projection distance more easily and more quickly than with the old type of double lantern projector. This feature, in combination with the automatic control for feeding the carbons, relieves the projectionist of practically all routine work with the exception of loading and removing the slides.

Double achromatic projection lenses in any focal length of from 14 in. to 36 in. are furnished to insure the best possible definition and quality of projection. The adjustments on these lenses are of the simplest and easy to make.

It frequently happens that the construction of the projection room in some theatres is such as to make impossible the installation of such equipment as a dissolving slide projector, or effect machine. This dificulty has at last been eliminated in the matter of slide projection because the placement of the optic systems, in this new reflector arc slide dissolver, side by side, makes a port opening measuring 8x10 in. more than ample to freely pass both beams.

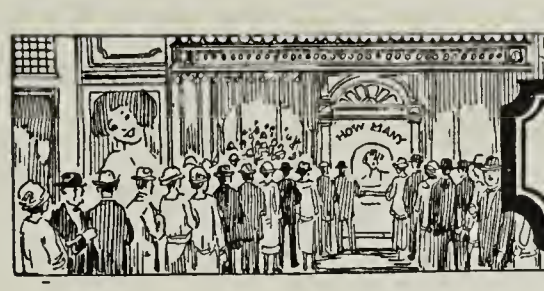
Colored Borders Used For Projected Picture

By L. M. Townsend

In recent years our taste for color has been developed to the point where we require that every object presented to our view must be pleasingly colored. We expect to see a picture exhibited among pleasing surroundings. Motion pictures usually are colored to increase realism and to give comfort to an audience.

Heretofore, the picture has been exhibited at the center of a dark screen, but a much more pleasant effect is had by projecting, by means of one or more lanterns, onto the surrounding curtain a colored pattern chosen to harmonize with the dramatic nature of the picture and the colors in the film. Usually this border is in very low key so as not to attract attention from the picture.

Very pleasing borders can be made by a photographic process which permits great latitude in coloration and pattern. Photographic plates much larger than the usual lantern slide, are used.



BOX-OFFICE REPORTS

FIRST NATIONAL

Hard Boiled Haggerty, Milton Sills.—Sills is good in this type of picture for it gets over in the small towns.—Home, Eddyville, Ia.

The Wise Guy.—A very good picture which is a credit to the industry.—Caress Brothers, Palace, Elnora, Ind.

The Drop Kick, Richard Barthelmess.—A good one for the football season. Beginning of the season makes it more popular.—W. Mansfield, Idle Hour, Tama, Ia.

Prince of Headwaiters, Lewis Stone.—This is good anywhere. Stone is very good in this picture.—E. T. Dunlap, Hawarden, Ia.

Lost at the Front, Sidney-Murray.—Heard no kicks on this one. It's a good comedy and less suggestive than many other recent war pictures.—Ivy Arnold, Cresco, Ia.

For the Love of Mike, Ben Lyon.—Title and supporting cast drew nice business but the star is not popular here. It's a pleasing show.—John Damm, Strand, Wadsworth, O.

FOX

The Monkey Talks, Olive Borden.—Good entertainment that failed to draw.—W. E. Diamond, Preston, Kas.

The Last Trail, Tom Mix.—Mix in a Zane Grey story. An extra good western.—W. E. Diamond, Preston, Kas.

Whispering Sage, Buck Jones.—A Spanish-Mexican western which was very good.—E. M. Biddle, Strand, Paoli, Ind.

Whispering Wires, Star Cast.—A mystery thriller that more than pleased the patrons.—Pastime, Mason, Mich.

Outlaws of Red River, Tom Mix.—Had the biggest Saturday night in week.s Better than most westerns.—Marion Bodwell, Paramount, Wyoming, Ill.

The Secret Studio, Star Cast.—A program picture. I should say it pleased about 50 per cent.—Bert Silver, Greenville, Mich.

METRO-GOLDWYN

Slide, Kelly, Slide, William Haines.—A real picture for the baseball fans. Worth advertising to the limit. Attracts about 70 per cent.—E. Campbell, Electric, Goodman, Mo.

The Frontiersman, Tim McCoy.—Good program and entertainment. Pass this as 90 per cent.—Crystal, Peru, Ind.

The Scarlet Letter, Lillian Gish.—The producers have preserved the spirit of the story although they have made some radical changes. Miss Gish was perfect in this.—Pastime, Mason, Mich.

Ben Hur.—If you can't make money on this, you had better close up. It is the most wonderful picture ever produced in my estimation.—Crystal, Peru, Nebr.

Adam and Evil, Lew Cody.—One of the best comedies I have seen. It's a good one.—Ivy Arnold, Cresco, Ia.

Annie Laurie, Lillian Gish.—Excellent historical picture. Business was very good.—Ivy Arnold, Cresco, Ia.

Mr. Wu, Lon Chaney.—Pretty fair for Chaney fans. Only a program picture.—P. G. Held, Strand, Griswold, Ia.

PARAMOUNT

Drums of the Desert, Warner Baxter.—Good. Give us more like this and they can keep their specials.—W. E. Diamond, Preston, Preston, Kas.

Kiss in the Taxi, Bebe Daniels.—Fair. Not nearly as good as this star has turned out.—W. E. Diamond, Preston, Kas.

Wedding Bills, Raymond Griffith.—First three reels poor; last three saves the picture to pretty fair entertainment.—W. E. Diamond, Preston, Kas.

The Kid Brother, Harold Lloyd.—Worth playing if you can buy it right. It caused a continuous roar of laughter for two nights but it failed to fill the coffers.—C. G. Brothers, Grand River, Ia.

Barbed Wire, Pola Negri.—The best Pola has ever made. It gets under your skin. Great Stuff and a big time picture.—E. M. Biddle, Strand, Paoli, Ind.

Hula, Clara Bow.—Very good picture for this star.—W. G., Colonial Troy, Mo.

Beau Geste, Ronald Colman.—One of the real big ones of the year. Business was far above average.—Russell Armentrout, Pittsfield, Ill.

Hold That Lion, Douglas Mac Lean.—Drew very well on warm nights. Although I have seen better Mac Lean comedies, this was very good.—Wendel Boughn, Walthill, Nebr.

PATHE - DE MILLE

Play Safe, Monty Banks.—This did not please so well. Don't pay too much for it.—M. A. Nadeau, Chassell, Mich.

The Freshman, Harold Lloyd.—A dandy for football season or any other time. If you have Lloyd fans and football fans, book this.—Community, Rockville, Mo.

UNITED ARTISTS

Loving Lies, Star Cast.—For lovers of sad stories, this is very good.—Gem, Green River, Utah.

UNIVERSAL

Painting the Town, Glen Tryon.—This entertaining comedy pleased everyone.—Royal, Le Mars, Ia.

Back to God's Country, Renee Adoree.—Would not call this a special although it is a good picture. Did not draw as a Curwood story should.—W. Mansfield, Idle Hour, Tama, Ia.

Wild Beauty, Rex.—Very good picture of its kind. Extra good for Saturday night.—W. Mansfield, Idle Hour, Tama, Ia.

The Mystery Club.—I consider this good for small towns. Held the interest throughout. — Community, Rockville, Mo.

WARNER BROTHERS

The Night Cry, Rin-Tin-Tin.—A good Rin-Tin-Tin picture. Full of excitement.—Community, Rockville, Mo.

Exhibitors:—

Send in Your Short Subject Box Office Reports. . . .

THE CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

THEATRES FOR SALE

FOR SALE—Star Theatre, Davenport, Iowa, at a bargain if taken at once. Time if necessary. J. W. Thornton, Greenfield, Iowa. C9t-11-3

FOR SALE: Rex Theatre, Ridgeway, Mo., fully equipped. Brick building. Small down payment, rest like rent. I. W. Maple, Bethany, Mo. —Ct2

POSITION WANTED

MANAGER—Theatre or circuit. Six years circuit manager. Now employed but good reason for change. Know the theatre business. Age 28, married. College graduate. Unquestionable reference, character and ability. Prefer the Middle West or West. Box A T, Associated Publications, 368 Glover Bldg., Kansas City, Mo. P1t

EQUIPMENT FOR SALE

ELECTRIC SIGN for sale. BIJOU, $375.00 first class condition $150.00. Gem Theatre, Cairo, Ill. C3t

MOVIE AGE

BENJ. FLETCHER—Editor & Mgr.
414 South 13th St.
Omaha, Nebr.
Telephone____Atlantic 1322
MADELINE GRAHL Des Moines Rep.
Published Weekly by
ASSOCIATED PUBLICATIONS, Inc.
BEN SHLYEN
President and Publisher
Subscription Price $2.00 per year
Single Copies 10 cents.

ORGAN FOR SALE—Reproduco organ, practically new. Half price. Rivoli Theatre, St. Joseph, Mo. Ctf

EQUIPMENT WANTED

WE PAY highest prices for Powers, Simplex, Motiograph machines, opera chairs, screens, portable projectors, and all theatre equipment. For quick turnover, write Monarch Theatre Supply Co., Memphis, Tenn. —Ctf

THEATRE CHAIRS

FOR SALE: 1000 dandy upholstered chairs, twenty inches wide, sloping floor. Very low price. Write for exact photographs and full details. C. G. Demel, 845 State St., Chicago, Ill. _P4t.-10-14

FOR SALE—Three hundred new opera chairs, two machines, piano, compensarc, two generators, fans and enine. R. D. Troutman, Box 67, Ethel, Mo.

GIFT SOUVENIRS

GIFT NIGHT MERCHANDISE. OVER 300 FINE NOVELTIES IN OUR LARGE FREE CATALOG AT GENUINE WHOLESALE PRICES. WRITE TODAY. NO OBLIGATION. FAIR TRADING CO., INC., 307 SIXTH AVE., NEW YORK.

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—TO SELL YOUR THEATRE
—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want---

It Will Pay You To Advertise Your Needs In

The Clearing House

Have You Overlooked Anything?

Turn Back Now and See if you have read every one of these features---full of interest and value to you

1. BOX OFFICE REPORTS—By Exhibitors Themselves.
2. WHAT THE PICTURE DID FIRST RUN—Detailed Release Reports.
3. CURRENT RELEASES—Weekly Release Schedules.
4. THE PICTURE GUIDE—Tips on New Pictures.
5. SHORT SUBJECTS—Spice of the Box Office.
6. NEWS BRIEFS—Big Events Briefly Told.
7. EXPLOITATION IDEAS—How to put the Picture Over.
8. MOVING ALONG MOVIE ROW—Personals of Local Interest.
9. EQUIPMENT NEWS—Constructive Information.

READ 'EM

---Every Week

In your HOME trade paper

Put Power

into your advertising copy —and you put dollars into your box-office . . .

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Program copy
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"Jazzed" copy
Comedy-Drama copy
Society copy
"Mother" copy
Melodramatic, thrill and western copy
Miscellaneous copy

When the first edition of "THE IDEA" was published **[and it sold for $5.00 a copy]** here are some of the nice things that were said about it:

Exhibitors' Herald:

"THE IDEA" is a knockout. There have been similar booklets published in other fields, but this is easily the best compendium of theatre advertising material we have seen.

—**W. A. Weaver**

Stanley Chambers:

Want to congratulate you on this, for I think it is a WONDERFUL "IDEA" and certainly think it ought to be grabbed up by every exhibitor, big or small. It has a lot of wonderfully snappy stuff in it that is easily adaptable to copy.

—**Palace Theatre, Wichita, Kans.**

M. P. World:

Cheap at almost any price to the man who requires assistance in the preparation of his copy. There is a series of ten advertisements on house policy which alone should be invaluable to the average manager.

—**Epes Winthrop Sargent**

Mark Wilson:

The first two pieces of copy that I used are alone worth the price.

—**Mark Wilson, Chanute, Kans.**

—And Now

You can get this SEAT SELLER (new edition) with more than a hundred added exploitation ideas **for nothing**—IF ➘

MAIL TODAY

Date _____ 1927

MOVIE AGE
414 South 13th St., Omaha, Nebr.

Here's my two dollars for a year's subscription, which I understand includes the supplementary issue of THE IDEA.

Name _____

Theatre _____

Address _____

Town _____ State _____

MOVIE AGE

Volume V | OMAHA, NEBR., OCTOBER 29, 1927 | Number 49

WHEN A FELLER NEEDS A FRIEND!

—poor chap, if he had only had the foresight to book Metro-Goldwyn-Mayer!

A Business Magazine
for the Film Trade in Iowa and Nebraska

A National Institution

From the Ground Up

TO exhibitors, prospective owners, operators and managers, we offer a service so complete that every conceivable detail of theatre construction, equipment and management is cared for to their best advantage.

Years of first hand experience have fitted our **personnel** to know and handle theatre problems. A nation-wide pooling of men, money and materials, under centralized control, enables us to purchase at rock bottom prices, to distribute quickly and economically through 31 points of vantage, and to give our clients the benefit of every saving thus enjoyed.

Architectural, engineering and sales services are some of the other advantages we place at your disposal.

And back of all, a spirit of Genuine Cooperation with all interested in the success of the theatre industry.

National Theatre Supply Company

Offices in all Principal Cities

OMAHA OFFICE:
1510 Davenport St.
Phone: Day—Atlantic 8688
Night—Jackson 1320

DES MOINES OFFICE:
1004 Grand Ave.
Phone: Market 676

(3899A)

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8 Two-Reel HAMILTON COMEDIES

8 Two-Reel BIG BOY Juvenile COMEDIES

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12 One-Reel Curiosities The Movie Side-show Produced by Walter Futter

16 Two-Reel MERMAID COMEDIES JACK WHITE PRODUCTIONS

26 One-Reel Cameo COMEDIES

6 Two-Reel DOROTHY DEVORE COMEDIES

6 Two-Reel Tuxedo Comedies With JOHNNY ARTHUR

13 One-Reel OUTDOOR SKETCHES by Robert C. Bruce

8 Two-Reel Larry Semon Comedies

Twice a week KINOGRAMS NEWS REEL

26 One-Reel Felix the Cat CARTOONS BY PAT SULLIVAN

12 One-Reel LYMAN H. HOWE'S HODGE-PODGE

HERE'S MORE FUN THAN A CIRCUS FOR YOUR PATRONS -- LUPINO LANE AND HIS FELLOW COMEDIANS ON THE *Educational Pictures* PROGRAM. FOR COMEDIES, NOVELTIES AND NEWS REEL, YOU JUST CAN'T BEAT "THE SPICE OF THE PROGRAM." LONG ESTABLISHED AS THE LEADERS OF ALL SHORT FEATURES, THEY'RE LEADING AGAIN FOR 1927—1928. PLAY THEM: EXPLOIT THEM. THEY'LL MAKE MONEY FOR YOU!

EDUCATIONAL FILM EXCHANGES, Inc. E. W. Hammons, President

Member, Motion Picture Producers and Distributors of America, Inc. WILL H. HAYS, President

DES MOINES, IOWA, 1005 High Street, J. Winn, Mgr.
OMAHA, NEBR., 1508 Davenport, Leo Blank, Mgr.

"We're in the 'long run special' class now, Silver."

the long run rialto, new york

and other leading first run theatres everywhere book fred thomson in

"jesse james"

¶ The public's mood is for rough, tough melodrama—and here's a blood-tingling thriller! "Jesse James." The bandit who rides hell-bent and fights with reins in his teeth, two guns blazing in his hands, two more at his belt and a brace of sawed-off shot guns lashed to his saddle. Bank robber, train raider, terrorizer. $100,000 reward for his head—dead or alive—and he laughs at the law for 14 years! As ruthless and thrilling as "Underworld"! ¶ No wonder leading theatres everywhere are booking "Jesse James" for long runs!

ranking with "Underworld," "Chang," "Way of All Flesh," etc., as one of the big specials of the year!

EDITORIAL

THOSE exhibitors who have come to realize the full value of their lobbies have profited by so doing. The retail merchant has for years given particular attention to his window displays, putting into their backgrounds the very finest of material; enhancing their attractiveness with artistic decorations of every description; and, at night, flooding these windows with proper lighting to still further draw to them the attention of the passer-by.

What else is a lobby than the display window of the theatre? Why should not an exhibitor give his lobby the same careful attention that a merchant gives to his store windows? Many merchants regard their windows of greater advertising value than the display advertisements they carry in newspapers. The lobby is vitally important to the exhibitors and exceptionally valuable to those who utilize it to its fullest possibility.

The lobby plays an important part in theatre advertising. It serves not only to attract the passer-by into the theatre, but also to attractively and forcefully impress him with the merit of coming attractions—it leaves a last bit of good taste with the patron, until he is again reached with newspaper or program advertising.

Jack E. Baker has written a series of articles on lobby displays and lobby arrangements that are of great interest and value to all exhibitors. We are commencing this series of articles on page twenty of this publication. Exhibitors, interested in increasing their patronage, will find much in these articles that will help them in that direction. Mr. Baker has had a broad experience in lobby display work and is excellent authority on this subject. Start with this first article and read each succeeding one.

* * * *

The announced plan of an annual parley between the major branches of this industry is indeed a welcome bit of news. The "get-together" spirit, affording all sides an opportunity to air their differences and to arrive at a better understanding, is undoubtedly the result of the Federal Trade Parley that closed last week. Commissioner Abram S. Myers urged that exhibitors and distributors ought to get-together more often.

The trade announcement of the annual parley, following so close upon this suggestion, bespeaks a desire for harmony by those within the trade. Much good can result from such gatherings. The sooner all in this business realize that one branch must help the other and that friendly understanding of one another's problems is necessary, the sooner will this industry really begin to prosper.

Block Booking Issue To Be Carried To Supreme Court

Distributors Made Concessions on This Practice With Legal Action in Mind, Depending On Decision Regarding Paramount

Legality of block booking as a fair or unfair trade practice, is a matter which the United States Supreme Court will be called upon to decide, in event the Federal Trade Commission carries its cease and desist order against Paramount.

That this would occur was expressed many times during the Trade Practice Conference, and is emphasized in the fact that distributors, in making their concessions, did so with the understanding that they were to sacrifice no legal rights in the matter.

The Federal Trade Commission will not make known its intended course of procedure for some 30 days at least, as that time is expected to elapse before the formal report of Commissioner Myers on the Trade Practice Conference is received by the commission.

The concessions made by the distributors in regard to block booking were agreed upon with the understanding that the commission's edict would be effective only in the interim between next season and a final Supreme Court decision on the legality of the block booking practice.

January Will Be First National Month Again

In accordance with the custom which has prevailed in the sales department of First National Pictures for several years, January, 1928, has been designated by Ned E. Depinet, general sales manager, as First National Month.

This is now an annual event, always falling in January. The object of the billing drive is for every branch office in the organization to beat its own previous record in former First National Month sales drives.

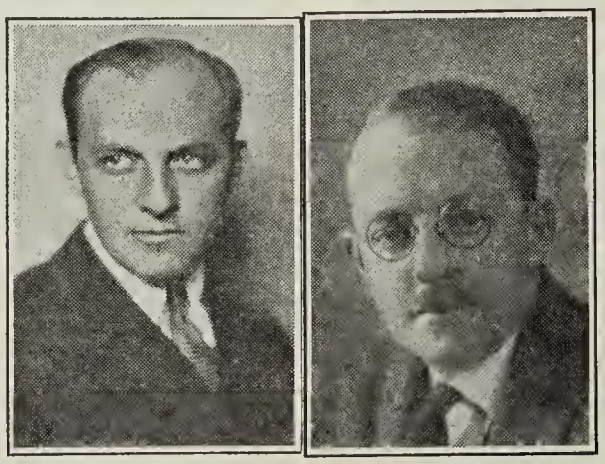
First National Month will start on January 1, 1928, and continue through to February 4th, inclusive, a total period of five weeks.

Negri Film Retitled

Pola Negri's latest starring vehicle for Paramount will be known as "The Secret Hour," instead of "Beggars of Love." Rowland V. Lee directed this production in which Jean Hersholt and Kenneth Thomson play important roles. The picture is scheduled for release December 17.

Co-operation Keynote Of Columbia Success Declares Harry Cohn

"Co-operation has been the keynote in the success of Columbia Pictures," pointed out Harry Cohn, vice-president of the corporation and production manager at the Columbia Studios, at a get-together dinner of department heads, executives and writers.



HARRY COHN JACK COHN

In keeping with this spirit of co-operation, every member of the Columbia organization from office boy to star is urged to make suggestions and offer criticisms.

"We are at all times open to new ideas," said Mr. Cohn. "Every suggestion received will be considered for the good of the whole organization."

Instead of cutting salaries, as many film companies are doing in the present economy wave that is prevalent throughout the industry, Columbia is offering bonuses for ideas.

Evidence of the increased prestige and importance being gained by Columbia is shown in the fact that even the great Roxy Theatre has used Columbia product and other large theatres throughout the country are showing Columbia pictures.

Mr. Cohn further said that his company's writers were among the best in the industry and that Columbia has set a high standard for stars and supporting casts.

Extensive construction plans are under way which include new stage space and the erection of other buildings at the Columbia studios to house the augumented production schedule.

Committee to Draft Revision of Contract System in January

First meeting of the joint committee of three distributors and three unaffiliated exhibitors to draft proposed changes in the contract and arbitration system, is to be held in January. Three affiliated exhibitors, without voting power, meet with the committee.

At that time, the arbitration committee of six, selected at the recent Trade Practice Conference, will begin functioning as a continuing committee to suggest reforms of the contract and of arbitration. In event of deadlock of the committee, Chief Justice Taft is to be requested to name a seventh arbitrator.

On the committee are: Independent exhibitors—R. R. Biechele, Missouri; B. I. Bernstein, California; Nathan Yamins, Massachusetts. Alternates — J. Louis Rome, Maryland; H. A. Cole, Texas; Joseph Walsh, Connecticut. Distributors—Felix Feist, M-G-M; J. R. Grainger, Fox; Phil Reisman, Pathe. No alternates. Affiliated exhibitors—E. A. Schiller, Loews, Inc., New York; Harold B. Franklin, Wesco, Los Angeles; Fred Desberg, Loew's Ohio Theatres, Inc., Cleveland; Alternates, E. V. Richards, Jr., Saenger Enterprises, New Orleans; Dan Michaelove, Universal Chain Theatres, New York; and Harry Crandall, Stanley-Crandall Corp., Washington.

F B O Ties Up With Book Week November 13 to 19

Taking advantage of a natural tie-up, F B O will, during the week of November 13 to 19, lay special stress on the publicity, advertising, exploitation and sales of its pictures made from books.

Known as National Book Week, book publishers throughout the country are urging readers to buy more books during that week, and all the weeks in the year.

Among the books which F B O has screened this year are:

"The Harvester," "Keeper of the Bees," "The Magic Garden," "A Girl of the Limberlost," and "Laddie," by Gene Stratton Porter, "Alex The Great," by H. C. Witwer, and "In a Moment of Temptation," by Laura Jean Libbey. "Wallflowers," by Temple Bailey and "The Little Yellow House," by Beatrice Burton are scheduled for early screening on the 1927-28 program.

Tiffany to Release Third Dimension Film About January First

M. H. Hoffman, vice-president of Tiffany Production, announces that a special Tiffany production, made in the third dimension, will be on the screens of this country about January 1, 1928.

Emil Burkhardt who, in conjunction with his brother Jacques, invented this revolutionary method of motion picture photography, made a hurried trip to the United States and is now back in Switzerland where the finishing touches are being made for the completion of the first picture with their invention.

It is understood that the officials of the Tiffany organization have already seen several reels of the first production photographed in third dimension and are highly elated over the fact that third dimension pictures have at last become a reality. A statement issued from the Tiffany home office in New York advises that the first showing of third dimension pictures will be held in the near future before a specially invited audience.

Artclass Pictures Corp. To Have Aviation Serial

Weiss Brothers Artclass Pictures Corporation announces that it has in the course of production a ten episode aviation mystery serial entitled, "The Mysterious Airman."

Production activities on this serial have been going along quietly these past few weeks.

It is understood that featured in the serial are two players who have appeared prominently in airplane work throughout the country.

Ralph Lewis Heads Cast Of Rayart's "Casey Jones"

W. Ray Johnston, head of Rayart Pictures Corporation has announced the final selection of the cast for "Casey Jones," which picture is considered the outstanding feature on the Rayart line-up for this year.

The cast is headed by Ralph Lewis, supported by the popular Kate Price, Al St. John, the comedian (by courtesy of Educational Pictures), Jason Robards, who has been a featured Warner player for the past year, Anne Sheridan, last seen in "Wedding Bills" with Raymond Griffith, and Brooks Benedict, well known "heavy."

"Cruise of the Hellion" Is Being Booked Heavily

Critics have been unanimous in their praise of "The Cruise of the Hellion," Rayart's new sea thriller. That exhibitors heartily approve their endorsement is evidenced by the bookings which are coming in from key cities all over the United States.

"The Cruise of the Hellion" was produced and directed by Duke Worne as one of Rayart's Unbeatable Eighteen, with Tom Santschi, Sheldon Lewis, Edna Murphy and Donald Keith heading the cast.

"Tigress" is Columbia's Second October Release

Jack Cohn, treasurer of Columbia Pictures, announces that the company's second release for October is "The Tigress," a romantic love story set against the colorful and fiery background of the Spanish Sierra Nevadas.

"The Tigress"—Jack Holt's first starring vehicle for Columbia—is a picture unique both in story and locale.

Dorothy Revier makes her first appearance for Columbia this season as the gypsy girl, nicknamed "The Tigress." The rest of the cast includes, Frank Leigh, Howard Truesdell, Philippe de Lacy and Frank Nelson.

George B. Seitz, also responsible for "The Blood Ship" directed "The Tigress" from the story by Harold Shumate.

"The Patriarch" Changed to "The Patriot"

It will be "The Patriot," instead of "The Patriarch," when they make up the main credit title of the next Emil Jannings picture, the one to follow "The General" (tentative) on which the German star is now working.

SECURITY PICTURES CO.,
OMAHA, NEBR.

W. H. Lollier Warns Against Cutting the Price of Admission

W. H. Lollier, executive of Wesco, sounds a warning against price cutting at the box office. Mr. Lollier states that price cutting in any of its various forms cheapens a theatre and should be entirely eliminated.

Some of the undesirable methods by which admission prices are reduced were given as follows:

Contests giving coupons by which two persons are admitted for the price of one; newspaper ads presenting a coupon which when clipped entitles the bearer to a discount; and coupons allowing the bearer free admittance.

"There is considerable doubt if any of these methods actually mean increased revenue to your box-office when they are on a cut-rate basis," says Mr. Lollier. "Past experience has proved that where coupons and cut-rate tickets have been distributed, it actually makes enemies for your theatre instead of new patrons. Something always creeps in that causese dissatisfaction."

Jack Holt Is Signed For Two More Columbia Films

Columbia Pictures announces through Harry Cohn, vice president in charge of production, that Jack Holt has signed a contract to appear in two more of the company's present season productions.

Mr. Holt has just finished his part in "The Tigress," his first vehicle for Columbia, in which he gave such an outstanding interpretation that Harry Cohn immediately signed him for two more productions. Holt will start work immediately in "The Warning," a production scheduled for early release.

Warner Bros. To Film "Lion and the Mouse"

Warner Bros. will film Charles Klein's celebrated play, "The Lion and the Mouse," according to information just received from the coast. This will constitute a special production to feature an all-star cast and will be released as one of the company's current 26 Warner Winners.

Tiffany Changes Title

"Grass Widows," one of the twenty-four Tiffany features to be delivered for the 1927-1928 season, has been changed to "Green Grass Widows."

Nat Rothstein Again Is "U" Advertising Manager

Nat Rothstein is again advertising manager for Universal, a position which he held several years ago. Recently he had been doing special advertising work and publicity work in the studios at Universal City. Notice of Mr. Rothstein's appointment has been received

NAT ROTHSTEIN

simultaneously with the news that Robert E. Welsh, formerly Universal advertising manager, has been appointed representative to Carl Laemmle.

Nat Rothstein is one of the best known advertising men in the film industry, being especially famous for the originality of his ideas. He has been connected with the motion picture business for many years, and his experience and knowledge of showmanship and exploitation will be of great value to those whom he will serve.

Mr. Welsh's promotion shows that Carl Laemmle has confidence in him, as the position of Laemmle's personal representative is a very important one.

Lee Marcus Marries

Lee Marcus, general sales manager of F B O was married on Monday, October 17, to Miss Claire S. Warner, at Sherry's. Mr. and Mrs. Marcus left directly after the ceremony for a three week's honeymoon in Bermuda.

George Godfrey's story, "The Little Snob," will be the next starring picture in which May McAvoy will appear for Warner Bros. E. T. Lowe, Jr., wrote the adaptation and Robert Lord is now preparing the scenario. John Adolfi has been selected as the director.

F B O Press Books Are Being Produced in a New, Original Style

Reflecting the spirit of "Master Showmanship," emphasized in the F B O trade paper advertising, that film company is turning out press books which contain not only the regulation publicity and advertising material for which exhibitors look, but novelty drawings and special exploitation stunts of a type which breaks away from the stereotyped methods.

The F B O press book for "Jake the Plumber" is an excellent example in this trend toward more original advertising ideas. The copy is of a light and whimsical turn that avoids the old overworked superlatives and phrases, written with the intention of giving readers a chuckle in anticipation of seeing the picture.

The "South Sea Love" press book is in twelve pages printed in two colors. Among the novel ideas described for exploiting this picture is a mystery stunt, suggesting that exhibitors who play the film have booming tom toms worked from various corners of the town. Another means of promoting business for this Patsy Ruth Miller vehicle contained in the press book is the suggestion that exhibitors can arouse much interest by exploiting the scenic beauties shown in "South Sea Love."

Under the direction of David Strumpf, F B O has a large staff of artists doing this work.

Fannie Hurst Story Bought By First National

The purchase of the screen rights throughout the world to a short story by Fannie Hurst, "Roulette," has just been announced by Richard A. Rowland, general and production manager of First National Pictures. The story was published in the volume of Miss Hurst's short stories, "The Vertical City." Starting with a pogrom in Russia, the action shifts to New York where one brother falls victim to a vampire's wiles, and the other, unknown to his family, becomes the judge who unwittingly tries his own brother.

The current issue of International Newsreel, No. 84, contains the first motion pictures ever made of the world's largest natural bridge. It is located in an isolated spot in the Navajo Mountains in Arizona and had never been seen by white man until 1909. In that year, a Navajo Indian, Nasja Beegay, revealed its presence to several white men, but it has been rarely visited because of the arduous task of reaching it which entails a five-day trip across the desert by pack train.

Fitzer Service Soon to Release "Vocal Trailers"

Announcement has just been made of a new service for exhibitors which its promoters believe, because of its uniqueness, will go far toward increasing theatre patronage.

The innovation is in the form of a record on which will be recorded in the voice of the star appearing in a coming attraction the highlights and interesting episodes appearing in his or her picture. The patron of a theatre will, by means of this record, which will be heard in the theatre the week previous to the showing of a picture, hear in the star's own voice just what the picture is all about.

The appearance of stars in person in theatres always attracts unusually large audiences, but it is impossible for the star always to appear in the particular theatre in which his or her picture may be shown. But, it is believed that the story of the picture in the star's own voice will go a long way toward accomplishing this very desirable contact with the stars themselves.

The recording will be done on records which will permit the star's voice to be heard all over the theatre clearly and distinctly.

These advance announcement records, which are really a new method of announcing and publicizing films prior to their play-dates, will be produced by the Fitzer Service Corporation of 1650 Broadway, New York City. Offices will also be opened by the company both in Chicago and Los Angeles so that distribution of their records may be made promptly and efficiently.

It is understood that the company plans to record between 52 and 60 of these "vocal trailers" the first season, this number to include the bigger and better pictures produced. An increase in the number of records made from then on will, of course, depend upon the demand and number of important productions made.

Ben Fitzer, who has been in the exhibiting end of the motion picture industry for over twenty years and who thoroughly understands exploitation and money-getting ideas, has taken over the presidency of the company. Mr. Fitzer is now enroute to the Coast where he will start immediately recording the first of the company's series of records and it is understood that the first of these will be available for distribution in about thirty days.

Opinion Holds Fight Films Can Be Shown Legally In Any State

Films showing championship prize fights may be shown legally in any state, according to Judge Henry W. Goddard, of the United States District Court in New York. Judge Goddard ruled that exhibitors receiving fight films from persons other than common carriers or through the mails may exhibit them without becoming accessories to an offense against the interstate transportation law. He was of the opinion that the exhibitor could show them as long as he did not have anything to do with the actual transportation of the film.

Judge Goddard's statements came following three questions asked him by the federal grand jury. In reply to the question of whether the showing of fight pictures brought from one state to another was illegal, Judge Goddard answered in the negative. The jury's second question was: "Is it an offense to receive a fight film from one who has transported it into the state, if he is not an agent of the express company or a common carrier?" Goddard answered, no. Third, the jury asked, if a person receiving the film from one he knows to have violated the law in bringing it into the state, although the receiver had no part in it, is he guilty of aiding or abetting in the illegal transportation, or of being an accessory? Again the judge's answer was no.

Under this ruling the court ordered the federal authorities to return the films seized from the Stanley Co. of America in Philadelphia two weeks ago.

F B O Sales Records Set During Last Three Weeks

As a result of a telegraphic drive conducted by Joseph P. Kennedy, president of F B O Pictures, all previous records for the sale of F B O product have been completely smashed during the last three weeks, with more product sold during that time than ever before for a like period since the inception of the company.

Lee Marcus, general sales manager of the company, returned this week from an unusually successful trip through the middle western states. He reports that one of the biggest deals of the last three weeks was consummated by J. Frank Shea, west coast division manager, when he closed with the Pantages Circuit for "Moon of Israel" and "The Racing Romeo" for all the theatres on the Pantages Circuit in Minneapolis, Memphis, Los Angeles, San Francisco, Seattle, Spokane and Takoma.

Mr. Marcus is most optimistic concerning the outlook for the F B O productions, which exhibitors say are meeting with great success whenever shown. Mr. Marcus found conditions in the middle west greatly improved, with the small town exhibitors making plans to open their theatres an additional night each week in North and South Dakota, Iowa and Nebraska, due in great measure to the excellent harvest conditions. With the settling of the coal strike in Southern Illinois, Mr. Marcus added, exhibitors are very hopeful of a return to normalcy in attendance at the theatres.

First National Has Two Specials For November

First National Pictures, Inc., is releasing two of its great specials in November—the mystery picture, "The Gorilla," and the film version of John Erskine's novel, "The Private Life of Helen of Troy." The schedule follows:

Nov. 6.—"Gun Gospel," starring Ken Maynard with his famous white horse, Tarzan. In the supporting cast are Noah Young, J. P. McGowan, Virginia Brown Faire, Romaine Fielding, Bob Fleming, Jerry Madden, Bill Dyer and Slim Whittaker.

Nov. 13.—"The Gorilla," based upon Ralps Spence's mystery farce. The featured players are Charlie Murray and Fred Kelsey as Mulligan and Garrity, the detective comedians. Other players in important roles are Claude Gillingwater, Tully Marshall, Alice Day, and Gaston Glass.

Nov. 20.—"The Private Life of Helen of Troy," a special based upon John Erskine's novel which is still in the best-seller list two years after publication. The featured players are Maria Corda as Helen, Lewis Stone as Menelaos and Ricardo Cortez as Paris. Others in the cast are George Fawcett, Alice White, Gordon Elliott, Tom O'Brien, Charles Puffy and many others, including several thousand extras.

Nov. 27.—"Man Crazy," adapted from Grace Sartwell Mason's Saturday Evening Post story, "Clarissa and the Post Road." The featured players are Dorothy Mackaill and Jack Mulhall.

N-E-W-S B-R-I-E-F-S

The editors of Topics of the Day, the Pathe humor reel, report that the product has just passed through the most successful season in the history of the reel. There seems to have been no "summer slump" in the humor world.

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Pathe claims a new record in simultaneous bookings on Broadway for the week of October 29. Nine features from the Pathe-De Mille organization will play during the week.

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That Jesse James was a popular bandit is evident by the reception the Paramount picture "Jesse James" received at the Rialto last week. The SRO sign was used repeatedly.

* * *

Having completed two series of "The Collegians," Universal has purchased a college story, "Young Blood," in which George Lewis and the "Collegians" cast will appear.

* * *

Lon Chaney and Betty Compson received their start on the road to fame in "The Miracle Man." They have never been seen together since then, but the picture now under way, "The Big City," will see the two players in the cast.

* * *

Karl Dane and George K. Arthur will appear in a circus comedy as their next picture for Metro-Goldwyn instead of "Olga from the Volga," as originally planned.

* * *

"Dress Parade," Pathe's West Point story is now being edited.

* * *

Having completed the exteriors of his next comedy for Paramount, Harold Lloyd has left New York for the Pacific Coast. Upon his arrival in Los Angeles, Lloyd will make the interiors. The picture entitled, "Speedy" will be ready for release in the spring of 1928.

* * *

Edna Purviance, famous for her early starring pictures opposite Charlie Chaplin, has returned from Europe where she has been making a foreign production.

* * *

F. W. Murnau, Fox director, is traveling with the Ringling Brothers circus in order to catch the proper atmosphere for his next picture for Fox which will be a story of the circus. The title is "The Four Devils."

Scenario and title writers are going to ask the Academy to pass a resolution requiring theatre operators to stop cutting the introductory title giving credit to those who wrote the screen story and titles.

* * *

Ralph Wilk in The Film Daily tells us that in Syria men are the sole patrons of picture shows. Women are barred. When American women tourists attend, they are looked upon with great disfavor.

* * *

Warner Brothers have taken an option on Al Jolson for three more pictures to be made within two years.

* * *

Mary Pickford and Douglas Fairbanks have decided not to go to New York for the opening of their respective pictures, "My Best Girl," and "The Gaucho," owing to the illness of Mary's mother.

* * *

Fred Rath has resigned his position as assistant advertising manager of Paramount. Clifford Lewis has succeeded him. Rath expects to devote all his time to play writing.

* * *

Ben Lyon will make one picture for United Artists. It is called "Hell's Angel." There are rumors that Lyon may sign a contract with U. A.

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Elimination of all admission taxes as part of the administration's program to cut taxes $300,000,000 to $350,000 is forcast by Sen. Reed Smoot, chairman of the finance committee.

* * *

Viola Dana has been signed by Columbia to appear in one of the "Perfect 30" for the current season.

* * *

"Big Bill" Tilden, former tennis champion of the world, has been signed by Cecil B. De Mille to appear in "Gallagher."

* * *

J. Leo Meehan, director of many Gene Stratton Porter stories, became the father of a son last week.

* * *

M. H. Hoffman, vice-president of Tiffany, is in Los Angeles and has taken full charge of production. Tiffany has increased its releasing schedule this season, and has added six notable directors to the staff.

"Temptations of a Shop Girl," has been completed by First Division, and editing and titling will be completed shortly. The picture was made by I. E. Chadwick.

* * *

"Uncle Tom's Cabin" will not be seen on Broadway until late in November, according to Universal officials. The picture is now in the final stages of titling and editing.

* * *

Abe Schulberg, brother of B. P. Schulberg, associate producer for Paramount, was killed in an automobile accident in New York last week.

* * *

First National has purchased three short stories which were published recently in popular magazines.

* * *

The Duncan Sisters have returned to Hollywood to make another picture for United Artists.

* * *

Funeral services for Sam Warner were held in New York and Los Angeles. Burial was in Los Angeles.

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Because of her excellent performance as Lorelei Lee, the gold-digger in the picture version of Anita Loos' book, "Gentlemen Prefer Blondes," Ruth Taylor has been awarded a long term contract with Paramount. Miss Lee's rise in the film industry has been very rapid.

* * *

Harry M. Goetz has been made assistant treasurer of Paramount. Goetz was formerly vice-president and production manager of the Consolidated Film Industries. He will be temporarily assigned to the production department of Paramount.

* * *

W. J. (Bill) Morgan, eastern manager for Pathe, has returned to First National to succeed Joseph S. Skirboll as general manager for First National in Europe. Morgan will make his headquarters in France.

* * *

New York newspaper critics were very much impressed with Al Jolson's film debut in "The Jazz Singer." The critics stressed Mr. Jolson's excellent performance, the appeal of the story and the importance of the first use of the Vitaphone as a dramatic aid.

M. P. T. O. Convention Postponed to November 14

It was originally announced that the annual convention of the Motion Picture Theatre Owners of Nebraska and western Iowa would be held November 7 and 8, but it is being postponed until Monday and Tuesday, November 14 and 15, for the reason that R. F. Woodhull, president of the national M. P. T. O., and Charles C. Pettijohn, general counsel for the Film Boards of Trade, will be present on the latter dates.

The convention will be held at Hotel Rome, Omaha, and registration of exhibitors will be Monday afternoon.

An informal banquet for exhibitors and distributors, their wives and friends, will be held in the ball room of Hotel Rome, Monday evening, November 14, at 6:30. A program of entertainment is being arranged for this and those wishing to attend may secure tickets at the office of the Motion Picture Theatre Owners, Room 6, Film Exchange Bldg., Omaha—Telephone, Atlantic 5922.

Tuesday will be devoted to business at which time officers for the ensuing year will be elected.

Every exhibitor in Nebraska and western Iowa is urged to make every effort to attend this convention.

Liberty Films Releasing Enterprise Corp. Product

Liberty Films has acquired the rights to the entire product of the Enterprise Distributing Corporation. Included in the list of attractions which Liberty will release under this new arrangement are the following:

"Somebody's Mother," featuring Mary Carr; James Oliver Curwood's "The Wolf Hunters," and "The Smoke Eaters"; Western features with Jack Perrin, Lester Cuneo, Dick Hatton, Al Hoxie, Ben Wilson, and Big Boy Williams; re-edited Classics featuring Bill Hart and Douglas Fairbanks; "Primrose Path" and "My Lady of Whims" with Clara Bow; and "Tessie" with May McAvoy.

The last three have not been released yet but will shortly be forthcoming from Liberty Films.

Creston Is Now Universal Booker at Wichita

Joe Creston, former manager of Columbia Pictures at Omaha, is now chief booker for Universal at Wichita, Kas.

Material Good Will Come From Parley Says Williams

President of M. P. T. O. of Iowa and Nebraska Believes Federal Trade Conference Will Benefit Film Industry

C. E. Williams, president of the M. P. T. O. of Iowa and Nebraska is of the opinion that the Federal Trade Practice Conference will prove to have been of benefit to the motion picture industry. When asked by MOVIE AGE what he thought of the Trade Parley, Mr. Williams made the following statement:

"While there has been a great deal of discussion pro and con by the various trade papers as to whether the Federal Trade Practice Conference accomplished anything, my personal observation is that material good will come from this conference in the future.

"It seemed to me that the underlying opinion of the commissioner was that it would be necessary for the various bodies of the motion picture industry to set their own house in order, otherwise it might be necessary for the Government to do it for them. With this in view, I believe that the producers, distributors and the exhibitors will endeavor to co-operate on a more equitable basis.

"I am of the opinion that the picture industry can not be revolutionized in a single day or even in a year, but ultimately a considerable amount of good will come from the meeting."

Acme Gold Fibre Screens

The right half of the picture projected in the illustration shows how Acme screens compare with other makes of screens shown on the left. Each and every Acme screen perfectly Free from clouds. Acme tone color is supreme. Produces a bright, sharp picture, free from eye strain. Made to suit the requirements of your theatre. If you are not using an Acme screen your projection can be improved. Let us prove it to you by a comparative demonstration. Comparison convinces.

ACME GOLD FIBRE USED EXCLUSIVELY BY WORLD REALITY THEATRES AND THE FOLLOWING:

Victory, Alhambra, Circle, Maryland, Magic, Lake and Mina Lusa School at Omaha, Neb.
Princess ---------- Mapleton, Ia.
Mills ---------- Tama, Ia.
Palace ---------- Exira, Ia.
Strand ---------- Pisgah, Ia
Western Union College Lemars, Ia.
Opera House ---- Falls City, Nebr.
Opera House -- Battle Creek, Nebr.
Empress ---------- Deshler, Nebr.
Isis ---------- Crete, Nebr.
Strand ---------- Pierce, Nebr.
Fink Park ---------- Wymore, Nebr.
Sunbeam ---------- Beneva, Nebr.
Idle Hour ---------- Greely, Nebr.
Home ---------- Blair, Nebr.
Plaza ---------- Lyons, Nebr.
Wars ---------- Snyder, Nebr.
Lyric ---------- Aberdine, So. Dak.

Quality Theatre Supply Company

Exclusive Distributors

1605 Davenport St. **Omaha, Nebraska**

Moving Along Movie Row

Miss Esther Davidson, Universal contract clerk, and Nate Horwitch of Omaha have recently become engaged. No date has been set for the wedding.

* * *

Mrs. F. N. Brown of the Lyric Theatre at Dixon, Neb., visited the exchanges Friday, October 21.

* * *

C. D. Hill, Pathe district manager, drove to Omaha from St. Louis in a brand new Packard roadster en route to Chicago.

* * *

Miss Marrion Field who has been with the Exhibitors Poster Exchange for more than three years, leaves for Chicago October 28 to be gone indefinitely.

* * *

A. W. Nichols, district manager of Paramount, visited the Omaha branch Thursday and Friday, October 22 and 23.

* * *

Blubaugh, Fox salesman, has been ill with the flu.

* * *

J. Douglas, former exhibitor at Pierce, Nebr., was in Omaha Friday, October 23, after a visit to the coast and the First National Studios. Mr. Douglas witnessed the selection of the character role of Aphradite who will appear in "The Private Life of Helen of Troy."

* * *

An array of pheasants which was the gift of C. O. Ulburgh, manager of Universal at Sioux Falls, to H. J. Chapman of the Omaha office, was on display at the Universal office Friday.

* * *

M. Fitch of F B O was all jammed up when his car ran into a ditch between Omaha and Sioux City. He must have found another new trick road.

* * *

Charles H. Snyder has left the Fox office after four long years of service.

* * *

Two new salesmen have been added to the Fox staff. They are E. C. Clay and C. A. Fulhrodt.

* * *

Miss Edna Nelson, film inspector for Liberty Films, has an entirely new idea. She wears overalls to protect her clothes and finds it a very successful scheme.

* * *

Mr. Fisher, Ad-Sales manager of the Paramount Exchange, has a new radio and for the last few days he has gotten only Council Bluffs and Omaha. He thought something was wrong as he could do this without aerial or ground wire and he had both. So with some help he made some new connections and gets everything in the United States including Lincoln. He says he would be getting foreign countries, but someone kindly informed him that it could only be done in zero weather. Well, Fisher, we are waiting for the zero weather.

* * *

Dewey L. Kisor of the Strand Theatre at Fairmont, Nebr., was in Omaha for the first time since he became a theatre owner over a year ago.

* * *

Mrs. G. Rasley of the Royal Theatre at O'Neil, Nebr., visited Omaha last Monday.

* * *

R. W. Small of the Markle Theatre at Wymore, Nebr., visited the exchanges.

* * *

Frank Good of the Iowana Theatre at Red Oak, Nebr., called on film row last Monday.

* * *

Victor Gross of the Star Theatre at Osmond, Nebr., reports that "The Yankee Clipper" broke all house records.

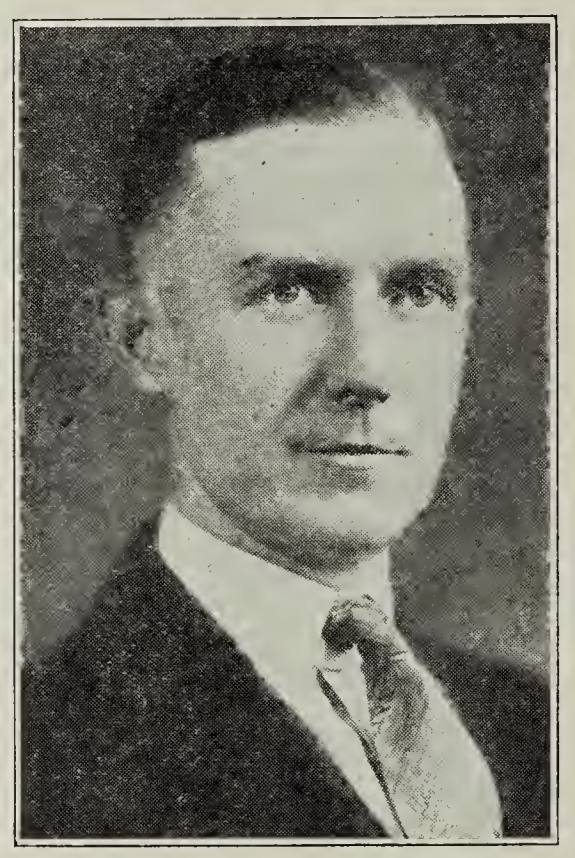
* * *

C. E. Hilgers, branch manager of Paramount at Memphis, Tenn., visited the Omaha branch last week. Mr. Hilgers was formerly a salesman with Jack McCarty at Dallas, Tex.

WHAT THE PICTURE DID FIRST RUN

Reports From the Big Theatres That Tell You How a Picture Went Over or "Flopped" With Its First Audiences. A Good Guide for You to Follow Regularly.

WHO'S WHO IN LOCAL FILM CIRCLES



GEORGE McCOOL

George McCool, assistant manager of F. B. O., holds the record for being the oldest film man in Nebraska in years of service. George is a pleasant fellow, reserved and quiet. He says little but thinks much, and is gifted with an uncany memory.

Though young in years George has spent nineteen long years in the film business. Starting in Evansville, Ind., in January, 1908 as shipping clerk for Carl Laemmel he worked himself up to booker. After two years he left Evansville and came to Omaha, still with the Laemmle Film Co., where he went to work as shipper. In a year he became the first booker in Omaha and held the same position for ten years. About that time George decided to try his luck as a salesman and was evidently successful for he stuck with it for four years. Last year after a six weeks rest he came to work for F B O to fill the position of assistant manager.

George is a faithful bowler. Outside of that he has no particular hobby.

DAN DESDUNES
ENTERTAINERS
Will Draw the People and Please Them After They Come
2516 BURDETTE ST.
OMAHA, NEBR.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING OCTOBER 22

RIALTO

Alias the Lone Wolf, Bert Lytell.
Distributed by Midwest.
BUSINESS: Good.
AUDIENCE REACTION: Liked it.
HIGHLIGHTS: Fight with diamond thief, escapes.
THEME: Secret service man poses as diamond thief and exposes a circle of real thieves.
SUMMARY: Good picture.
ENTERTAINMENT MERITS: 88 per cent.

SUN

What Price Glory, Delores Del Rio, Victor McLaglen, Edmund Lowe.
Distributed by Fox.
BUSINESS: Excellent.
AUDIENCE REACTION: Held intensely interested throughout.
HIGHLIGHTS: Battle scenes, comedy situations, affairs of Captain Flagg and Sergeant Quirt.
THEME: War in all its ugly futility, with the affairs of a Captain and sergeant furnishing the love interest, and numerous comedy situations interspersed.
SUMMARY: A record-breaking picture.
ENTERTAINMENT MERITS: 100 per cent.

RIVIERA

Shanghai Bound, Richard Dix.
BUSINESS: Good.
AUDIENCE REACTION: Enjoyed it.
HIGHLIGHTS: Escape from the cafe.
THEME: Dix as captain of a ship saves a mob of tourists by taking them on board and bringing them safe to Shanghai.
SUMMARY: Good program picture.
ENTERTAINMENT MERITS: 85 per cent.

WORLD

Adam and Evil, Lew Cody, Ailene Pringle.
Distributed by Metro-Goldwyn.
HIGHLIGHTS: Cody taken for his brother in a cabaret.
THEME: Comedy, with Cody in a dual role.
SUMMARY: Pleasing picture.
ENTERTAINMENT MERITS: 90 per cent.

Des Moines Leads Western District in F. N. Contest

In First National's McGuirk Sales contest, the Western District is in second place with Des Moines topping all other Western exchanges. Seattle is second.

The three exchanges having the highest rating for the fifth month of the drive are Cleveland, Des Moines and Albany.

Veteran Showmen

IF you were in the business when four reels comprised a program—when 5c was top—when a two-reeler was a feature—when you bought your service by the week—

THEN, BY GOSH, YOU BELONG TO THE OLD-TIMERS CLUB

TELL US ABOUT IT!

Did this ever happen to You?

Hey, you salesmen and managers! You've had some funny experiences in your travels around this territory or some other territory. Put aside your modesty and tell us about the funniest experience you have ever had.

Carl Laemmle, in his articles in the Saturday Evening Post, tells about a salesman who went out with an exhibitor on a snake hunt. The film peddler captured a very handsome reptile and the exhibitor was so pleased he signed a contract with the salesman's company. Perhaps you have never galloped after snakes, but maybe you've done something similar.

Or maybe you've had funny experiences along other lines. For instance, Fred Ribble tells this one:

Fred recently bought a new Chevrolet car. One night last week about midnight he was rolling along thru the wilds of Nebraska looking for a town that had a hotel when all of a sudden the new bus stopped and regardless of what Fred did or said to the car it would not budge. There wasn't a light in sight and Fred was tired so he proceded to make himself comfortable for the balance of the night. He had just dosed off when he was awakened by some fellows attempting to take the tires off his car—he let out a yell that scared these boys as badly as they had scared him and they jumped in their car and away they went.

The next morning after he got the kinks out of his body Fred walked to the top of the hill looking for a farm house so he could phone a garage—to his surprise he found that right over the hill was the town of Nelson and that he had been camping out less than a mile from town.

Fred says that he doesn't drink and only once has he ever smoked. That being the case you'll have to write your own moral.

So that you won't think that this is just a publicity gag like Monsky pulled, about the author of the Dempsey-Tunney fight pictures, we didn't even mention that Ribble is travelling for United Artists Corporation out of Omaha.

That's the kind of stuff we want. Send 'em in, boys. This column is yours. Make it talk.

Schoonover Recuperating

We are glad to learn that Jimmie Schoonover of the Mazda Theatre at Aurora, Nebr., is rapidly recuperating after an illness of several weeks.

John Kennebec Visits Omaha

John Kennebec, who has been Paramount exploiteer in Australia, arrived in Omaha Monday October 17 with Mrs. Kennebec and Johnie Jr.

Merna, Nebr.—The Merna Theatre Company is remodeling the hotel building and will move to its new location in the near future.

Equipment for Sale

MOTIOGRAPH DELUXE PROJECTOR, practically new. Complete with all accessories; Motor for 110V A. C., regular lamp house. First $375 takes it. Will take care in trade. S. E. Cleveland, Goldfield, Iowa P1t

STRIKES AND SPARES

Leon Mendelson of the First National-United Artists team has been acting secretary of this year's Film Bowling League. Frank Hensler has been handling the cash that is accumulating—but since "Split" Danke nearly got held up, Frank is about ready to give up the job.

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Two of last year's regulars who are still in town have been conspicuous by their absence. They are Bill Brimmer and Charlie Williams. Bill says that he can get more kick out of shooting ducks than he can bowling. That may be true, Bill, but you can't get a bet out of Hensler when you're duck hunting—you can't do that, can you? Charlie seems to be rather busy so he wasn't asked for his alibi.

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Howell of the Paramount team is the only southpaw in the league so far this year. Phil and Mayer Monsky are the only brothers that are bowling. The funny part of it is that in order to keep peace in the family they were assigned to different teams.

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Comer of the Warner team was asked how he was able to build up his average of 194 when he didn't use his own ball, which some think so essential, nor does he even use bowling shoes. Well, Comer replied, "The only way I can account for it is that I never smoke B. B."

"What do you smoke?" we asked, "and how can the brand of cigarettes you use help you bowl so well?"

"You don't understand," Comer explained, "I never smoke before bowling." That's his story and you can take it or leave it for whatever it is worth.

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The big feature of the bowling Monday night was the nice trimming that the F. B. O.-Warner-Liberty outfit handed to the Metro team. It was a real battle all the way through. Metro only took one of the games and that was by a margin of only 8 pins. Hensler's 144 in the last game dropped Metro out of a tie for first place and put the F. W. L. team on the top of the heap.

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Bill Barker of Paramount and Frank Hensler from Metro both showed up with brand new bowling shoes. Bill couldn't do a thing with his and switched back to the old street togs. Frank stayed with the ship—or shoes as it was in this case—it's hard to tell from his scores whether the shoes had anything to do with it or not—maybe he was self-conscious.

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Al "Split" Danke came very near having high game for the evening. As it was his 203 was second high—Comer taking first honors with 209.

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Fischer of Paramount was able to show considerable improvement. The result was that Howard Funk of the championship team was low with 73. High and low on the same team in one night gives the F. W. L. team another record.

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Mendelson of the First National team is slow in getting started this year. The best thing that he did Monday was to pick up a couple of big wide impossible splits. With all the splits he had Leon was able to win his bet with Henry Friedel.

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There was a whole flock of girls on hand to bowl but they seemed to have a hard time getting started. Ben Fletcher came to the rescue and from then on things began to hum. Leon did not have the girls' scores turned over to him so we do not know how good or bad the results were nor who won or lost.

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Wilson of the Pathe team was using a ladies' ball and he had a hard time hanging on to it. He would usually have to wait until one of the girls got through before he could bowl.

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Gus Harms set himself in right with all of the girls by getting each of them an all-day sucker.

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There was one very young fan in the audience—looked to be a little over a year old—had good lungs and sounded as though the Daddy might have been Ben Fletcher. How about it Ben?

FILM LEAGUE STANDING
as of October 24, 1927

	W	L	Av	Total Pins
FBO, Warner Liberty	9	3	747	8795
M-G-M	8	4	664	9031
F Nat'l, United Artists	6	6	500	8316
Pathe	6	6	500	8269
Paramount	6	6	500	7899
Universal-Blizzard	1	11	083	7969

INDIVIDUAL AVERAGES

Connors	142	Comer	194
Strickland	141	Hensler	181
Fangman	141	Gorham	171
Trent	135	Bierman	163
Von Dollan	133	Harms	158
Branson	127	Danke	155
Malm	126	P. Monsky	154
Mitchell	125	Barker	153
Funk	123	Friedel	150
Malchaw	123	Howell	150
Nedley	120	Doherty	147
McCool	119	McLucas	147
Wilson	116	Morrison	146
Fischer	115	M. Monsky	145
Chapman	106	McBride	144
Diamond	106	Mendelson	144

Five Years Ago

(From the files of Movie Age, October 1, 1922.

Sidney S. Meyers, president of the Omaha Film Board of Trade, announced this week the formation of the first Arbitration Committee, consisting of two members from the Film Board, and two delegates appointed by the M. P. T. O. of Iowa and Nebraska.

Bob Gorham, Omaha First National booker, and Elmer Sedin, office manager of the Omaha office of Select Pictures Corporation, are the organizers of the Omaha Film Athletic Club. NOTE: This organization is still maintained today.

"Grandma's Boy" finished a record-breaking run at the Sun Theatre, Omaha, this week.

FBO (then F. B. O.) opened its new exchange in Des Moines at 113 Walnut Street this week. William "Bennie" Benjamin, Omaha manager for FBO, will conduct the Des Moines office.

Hal Horne, exploitation man in this territory for FBO, and Mrs. Horne were seriously injured when their automobile skidded into a tree in West Omaha this week.

New Beatrice House Sold; Is Rumor

It is rumored that at Beatrice, Nebr., the theatre that was started by Blane Cook, has been bought, and a new theatre will be built on the sight.

Theatres Equipped Completely At Reduced Prices

Service Theatre Supply Co.
C. E. JONES, Mgr.
303 North 16th St. Omaha, Nebr.

Newspapers Distributed Free as "Ben Hur" Stunt

Free newspapers, carrying an advertisement on "Ben-Hur," was one of the many effective stunts which Manager Wm. R. Lindsay used to promote the Metro-Goldwyn-Mayer spectacle when it played at the Paramount Theatre, Logansport, Ind.

In Logansport, a certain group of merchants have made an agreement with one of the leading papers to have the Tuesday edition of that journal issued free to all the residents in the surrounding rural districts, and on Friday the same thing is done, this time in the city itself, so that both country and town are covered. "Ben Hur" advertisements were big features of both the Tuesday and Friday issues.

Largely due to the advertising carried in these two free editions, a full page in each, the newspaper space on this feature was increased from the regular one hundred inches usually carried by this theatre to three hundred and twenty inches.

Two empty stores were secured and the windows filled with a display of cut-outs from the three sheets, panels and stills. Also an arrangement was made with the public library whereby they distributed the three thousand bookmarks, and allowed the exhibitor to place an oil painting on the attraction beside their bulletin board. Three other oil paintings were placed in prominent locations on the main street of the town. A book display tie-up was also made with the town's leading book dealer.

The picture went over big in Logansport.

"The Cat and the Canary" in Ask-Me-Another Co-op

Four days before Universal's Special, "The Cat and the Canary," appeared at the New Royal in Findlay, Ohio, the leading newspapers were spotted with spooky teasers. A crouching black cat above the title of the picture and such weird captions as "Who Was the Phantom Killer?," "Nightmares in a World Unknown," and "Midnight! Then Things Happen in 'The Cat and the Canary,'" spelled mystery.

Fast on the heels of the teasers that well known Universal exploiteer, A. J. Sharick, sold a co-op page to local advertisers in the two leading newspapers. The conditions of a prize contest, offering free tickets to the New Royal, blazed across the top of the page. In each ad a special question concerning the product of the merchant was asked and a picture of one of the stars was shown. The contestants were to answer the questions, identify the stars and tell in fifty words which star they liked best and why. It was announced that each advertiser would carry a window display of large pictures of the stars as an aid in identifying them.

Over the theatre itself, owned by A. B. Kraft, was a huge black cat with wicked, winking eyes, the result of a simple device of orange paper, slits, a skidoo socket and a bulb. The lobby lights were dipped in orange and the box office was draped with black and orange crepe paper with the picture title in orange against a black background.

Crayon Contest Booms "The Flaming Frontier"

In exploiting Universal's special, "The Flaming Frontier," at the East Auditorium, Eastwood, World and Savoy Theatres, Toledo, Ohio, A. J. Sharick, Universal exploiteer, made a grand stand play for the children's patronage. The Toledo News-Bee carried a big sketch of Sitting Bull and an invitation to all youngsters under fifteen to cut out the head, mount it on cardboard and color it in crayon or water colors. The first two prizes consisted of handsome sets of paints and crayons. Forty tickets were given to the runners-up to see "The Flaming Frontier" at any of the four Smith and Beidler Circuit Theatres. The judges of the contest linked the exploitation with the Boy Scouts and the Newspaper Association of Toledo.

School Tie-Up is Used in Exploiting "Ben Hur"

An arrangement with the superintendent of schools in Alliance, Ill., resulting in special matinees for school children to see "Ben Hur," the Metro-Goldwyn-Mayer epic, was one of the many sure-fire exploitation ideas which Manager Forest Templin of the Morrison Theatre used in his campaign on that film. He was assisted by an M-G-M exploiteer.

The superintendent of schools announced personally in every class room from the seventh grade to the High School senior class that a special student matinee would be held at the Morrison Theatre, on Wednesday, after the regular matinee performance, at which all students would be admitted for twenty-five cents. This tie-up put the name "Ben Hur" in every mouth, for no other stunt of this sort had ever before been used in Alliance.

One feature of this publicity campaign was the optical illusion card, as outlined in the Metro-Goldwyn-Mayer press book. Twenty-two thousand of these were printed up and distributed on the Rural Free Delivery routes.

"We're All Gamblers" in a Bank Tie-up in Pueblo

C. Clare Woods, manager of the Colorado Theatre, Pueblo, arranged a good tie-up with a local bank for "We're All Gamblers."

The bank is in the habit of changing a window display weekly, and a week before the picture opened, a bowl of pennies was displayed. A prize was offered to those who came closest to guessing the correct number of pennies in the bowl. The bank profited by the stunt because it got the opportunity of passing out a large number of booklets to those who came in for application blanks. The name of the picture was placed in a conspicuous place in the window.

Lobby is Given War-time Effect for "Big Parade"

Exploitation work on "The Big Parade" in Healdton, Okla., where it played at the Thompson Theatre, had a decidedly war-time atmosphere. Manager Ferris Thompson, who managed this campaign, saw to it that in every detail the war-time flavor of the film was carried out in the promotion work.

This war-time atmosphere was mainly achieved in the theatre lobby. Lights on marquise were red, white and blue. Flags and war trophies were also used in the lobby. The cashier, a pretty girl, was dressed in sailor's uniform and all the ushers wore regulation army uni-

forms and shrapnel-proof helmets. A special hand-painted poster panel was used in the lobby, on which was mounted a three-sheet and four one-sheets. As the town is the garrison point for the eightieth quartermaster's transport company, a parade of army trucks was arranged. The trucks, with banners announcing the showing of the great film, passed through the streets. A bugler sounded off at intervals during the parade. A halt was made in front of the theatre.

"Magic Flame Hat" Contest Used In Youngstown

"The Magic Flame," Samuel Goldwyn's Henry King production starring Ronald Colman and Vilma Banky, was given a unique advance exploitation in Youngstown, O. with a newspaper contest running a full week before the opening of the photoplay at the Hippodrome Theatre.

The cooperating newspaper was the Vindicator, which published daily a protrait cut of Vilma Banky with an invitation to its readers to design a "Magic Flame" hat for her, contestants to use crayons or water colors and draw a hat on the protrait. Two fine ladies' hats from local dealers, cash, and theatre tickets comprised the rewards in this stunt. Outside billing included ten 24-sheets, 20 sixes, 25 threes, 200 ones, 150 window cars, and a routine of insert cards. Twelve special windows were obtained for de luxe enlargements of scene stills.

"Big Parade" Exploited By Marines in Cincinnati

Although Metro - Goldwyn - Mayer's "The Big Parade" deals with the exploits of the "doughboy" and not the "leatherneck," Manager Boyd of the Lyric Theatre, Cincinnati, Ohio, induced the Marine Recruiting Service to tie-up with him when he was conducting a campaign to publicize that M-G-M success at this theatre.

The tie-up with the Marines gave the theatre every worthwhile shop window in Cincinnati, as the Marines had printed up one hundred window cards, on which was written, "The Soldiers of the Sea —United States Marines—Join the Marines. See 'The Big Parade' at the Lyric Theatre."

Permission was also secured from the Army and Navy recruiting officers for the use of the A boards on which they post their material, and special one-sheets, tied-up to the Army recruiting service were used on these.

The front of the theatre was decorated with flags borrowed from the naval reserve.

The LOBBY
---Display Window of your Theatre

We are glad to announce that Jack E. Baker, publicity director for Universal in Chicago has written a series of articles for publication in this paper, dealing with lobby displays and lobby arrangement.

Mr. Baker has had many years of experience in this work and has consented to give our readers pointers on this important part of exploitation from the experiences he has gained in decorating and arranging theatre lobbies.

Watch for his article each week.

How many of you, in walking down your main streets, have been attracted by unusual window displays? Unconsciously, you stop to see the attraction and what the merchant has to offer to the public. It may be a commodity that you want and you enter the store and make the purchase.

Without this display, you would never know what the merchant had to sell. He values his window displays and they are rated on the same par as a newspaper. This same method may be applied to your lobby and marquee. These two items are **YOUR** "Window Displays." They are the "SLEEPLESS SALESMEN" who work for you untiringly and never utter a word of complaint but serve you with the greatest effort and the biggest advantage that can ever be accomplished. It takes just a little effort and a little thought to design a lobby that will attract your patrons.

The press sheets give you some valuable information, but in many instances they may not be appropriate for your particular style. Transform these ideas and work them to the best advantage. Arrange your displays in a neat fashion in conspicous spots so that every person who passes your theatre or enters your lobby knows what program you are going to give them in the future.

KEEP YOUR LOBBY CLEAN. See THAT THE LIGHTS ARE ALL IN GOOD ORDER, as there is never a more disgusting thing to look at than a drab and dreary-looking lobby. Your patrons like pleasant surroundings. Give it to them. They know that your men are on the job. They know that you are striving to give them entertainment in a refined atmosphere. They will talk about the things that you have put into your displays. When you once get them talking, it doesn't take long before your community knows that your house is the house that they want to go to.

Study your one sheets. It is not necessary to just put them in a frame. Attractive cut-outs can be made from them just by using compo board and a scroll saw. If you have an attraction board, add a catch-line underneath the title. Publicize it and when the public sees that snappy line, they are bound to see the picture that you are advertising.

Next week, we will tell you how to use one-sheets, 11x14's, and press sheets for lobby display work.

Whippet Tank Parades for "Parade" in Elwood, Ind.

Baby tanks with crews of American Legion members were used as a ballyhoo to exploit "The Big Parade" in Elwood, Indiana, where it played at the Alahambra Theatre.

A special front was constructed for the theatre. This stressed the war-time theme of the picture. A field gun was placed on the side walk facing the street and above it, hanging from the marquise, were flags and bunting.

The school bus which tours the town picking up the school children was decorated with a banner on the attraction, and three delivery trucks which covered the city in rural points were likewise placarded.

Newspaper advertising was increased one hundred and ten inches on this feature, above the regular sixty inches usually carried by the Alhambra.

Billing was heavy. Twelve of the adjoining towns were billed. The quantities were as follows: twenty one-sheets, five 3-sheets, three 24-sheets, two thousand heralds, 300 window cards, one trailer and five banners.

"College" Campaigns In Ohio Are Good Publicity

Buster Keaton in "College" demonstrated the exploitation possibilities of this United Artists picture in Akron, Ohio, and Youngstown, Ohio during the last few weeks. In Akron the Beacon-Journal employed a football scores contest on the sports page which tied up with the Keaton comedy in the form of a running story with a daily Keaton illustration. Specially-made Keaton college pennants were featured in the bill-posting by the Orpheum Theatre.

Exhibitors—

Send Us Your Exploitation Stunts and Ideas

Year's Greatest Piece of Showmanship!

EDDIE CRANE . . . MANAGER OF THE CAPITOL THEATRE, JACKSONVILLE, FLA., SMASHES EVERY RECORD IN HISTORY OF HIS THEATRE BY STAGING THE GREATEST SHOWMEN'S CAMPAIGN OF THE YEAR!

Read how he did it! Nail this giant attraction and get your share of the gravy!

The Campaign

Paper circused all over town!

Private screening week ahead for better films committee! Newspaper people!—and all clergy of the city!

1,000 cards mailed to all prominent people of city bearing endorsement of Better Films Committee!

Window cards tacked up all over town.

Chariot used nine days driven over entire city.

Beautiful lobby display prior and during showing of picture—also 24 sheet cut out marquee display with large half moon shadow box over display.

750 window cards used—5,000 heralds—5,000 programs

JOSEPH P. KENNEDY
Presents

MOON OF ISRAEL

Featuring MARIE CORDA and ARLETTE MARCHAL
From the Famous Novel by Sir H. Rider Haggard
Directed by Michael Curtiz

MASTER SHOWMEN OF THE WORLD
FBO PICTURES CORP.

15,000 SHOWMEN CAN'T BE WRONG!

OMAHA, NEBR., 1508 Davenport,
S. W. FITCH, Mgr.

DES MOINES, IOWA, 915 GRAND AVE.
J. T. SHEA, Mgr.

The PICTURE GUIDE

Little Tips on New Pictures

Now We're in the Air

Distributed by Paramount.
DIRECTOR: Frank Strayer.
STARS: Raymond Hatton, Wallace Beery.
SUPPORT: Louise Brooks.
TYPE: Farce comedy.
TIME: During the war.
LOCALE: France.
LENGTH: 7 reels.

SYNOPSIS: Beery and Hatton accompany their uncle to France from Scotland so that the elderly man can join the air service. Beery and Hatton get mixed up in a tangle with the American headquarters and are given aviators clothing and pressed into service. At a carnival near the aviation field, the pair get into a baloon which breaks away, and are carried over into German territory. They alight, manage to disguise themselves inside a camouflaged cow. At last they are captured, but are mistaken by the Germans for their own spies. They are ordered to fly over the American lines where the Americans take them for German spies, and they are saved from being shot by a carnival girl who recognizes them as the men who went up in the balloon.

HIGHLIGHTS: The "cow" scene, the runaway balloon.

The Royal American

Distributed by Rayart.
DIRECTOR: Harry J. Brown.
STAR: Reed Howes.
SUPPORT: Nita Martane.
TYPE: Sea story.
TIME: The present.
LOCALE: Aboard "The Hawk."
LENGTH: 5 reels.

SYNOPSIS: Jack Beaton is shanghaied by Captain Burke of "The Hawk" when he interferes with the captain's attentions to Gail, niece of the proprietress of a waterfront dive. Gail goes aboard the vessel to protect Jack. When Dorgan, first mate, learns of the ship's contraband cargo, he plans to take command by force, but he and his henchmen are circumvented by Jack, Gail and several friendly sailors, and the boat and its crew are taken back to San Francisco where they are turned over to government officials. Jack proves to be an officer of the Coast Guard Patrol and he and Gail are happily united.

HIGHLIGHTS: Jack is shanghaied, the ship is taken to San Francisco, Jack proves to be a government man.

South Sea Love

Distributed by F B O.
DIRECTOR: Ralph Ince.
STAR: Patsy Ruth Miller.
SUPPORT: Lee Shumway.
TYPE: Dramatic story of the tropics.
LOCALE: American city and South Sea island.
LENGTH: 7 reels.

SYNOPSIS: Charlotte Guest, approaching musical comedy stardom, receives a cablegram from her lover at the South Sea island, Lamu Vista, that he will arrive on the next boat. Money which he has sent her to be used after they are married has been used to further her career and she is interested in another man, so she cables Stewart her South Sea lover, that she loves another. When Bob, the other man, proposes, she tells him she is married to Stewart, so Bob sets out for Lamu Vista to obtain a divorce for Charlotte, or kill Stewart. The two men meet when Bob is stricken by fever, Stewart caring for him, and both find they have been tricked by the girl. They entice her to the island by a letter which states Stewart has died leaving her $25,000. Circumstances prevent the revenge planned by the two men and in the end Stewart saves Charlotte from drowning, and these two are united.

HIGHLIGHTS: Scenes in the tropics, Bob and Stewart meet, Stewart saves Charlotte from drowning.

The Fair Co-Ed

Distributed by M-G-M.
DIRECTOR: Sam Wood.
STAR: Marion Davies.
SUPPORT: John Mack Brown.
TYPE: College romance.
LOCALE: Bingham College.
LENGTH: 7 reels.

SYNOPSIS: Marion Davies as Cynthia is competing with Betty for the affections of Davy, a student, who is paying his college expenses by coaching the girls' basketball team. Both Cynthia and Betty are on the team, and just before the big game with Claxton, Cynthia, the star player, quits the team because she and Betty cannot get along together. Bingham loses and Cynthia is ostracised. She plays in the next game with Claxton, however, and when she admits her own lack of college spirit, the other players support her and Bingham wins in an exciting finish.

HIGHLIGHTS: Bingham wins the basketball game.

The Angel of Broadway

Distributed by Pathe.
DIRECTOR: Lois Weber.
STAR: Leatrice Joy.
SUPPORT: Victor Varconi.
TYPE: Story of New York night life.
LENGTH: 7 reels.

SYNOPSIS: Babe Scott, a night club dancer, visits a Salvation Army mission regularly to absorb atmosphere for an act which she does in a Salvation Army uniform. She becomes interested in Jerry Wilson, a frequenter of the mission. One night he follows her to the club, and when he sees her act, he becomes enraged, tears her uniform and leaves. Gertie, daughter of the underworld, is dying and wants a Salvation Army lassie to pray for her. Babe is the only person available, and she prays by Gertie's bedside as Jerry watches from a place of concealment. Babe faints, and Jerry takes her to the Salvation Army mission. Jerry has found his mate and both are happy.

HIGHLIGHTS: Babe's act, Jerry visits the night club, Babe at Gertie's bedside.

The College Widow

Distributed by Warner Bros.
DIRECTOR: Archie L. Mayo.
STAR: Dolores Costello.
SUPPORT: William Collier, Jr.
TYPE: College comedy-romance.
LENGTH: 7 reels.

SYNOPSIS: President Witherspoon of Atwater College is to lose his job if Atwater doesn't win the next football game against Stanley, so Jane, the president's daughter, goes out to recruit star football players for enrollment at Atwater. She vamps a group of players into attending school at her father's college, and Atwater has a wonderful team. Just before the big game, however, the players find out why Jane has been so nice to them and decide to get drunk and not play. Billy Bolton, who has entered the school under the name of Billy Jones, is the son of a wealthy man and is working his way through school to gain the respect of Jane. It was he who told the team of Jane's duplicity, but she says she hates Billy Bolton and loves Billy Jones, so he is persuaded with the rest of the team to play. They win the game and Jane, "The College Widow," becomes Mrs. Billy Bolton.

HIGHLIGHTS: Jane recruits the star football players, the game.

SHORT SUBJECTS

Spice of the Box Office

Should Second Husbands Come First?

Pathe—Two Reels

Max Davidson carries the honors in this Hal Roach two-reeler. Max has become enamoured with Lillian, would-be vamp, who has several victims to her list. Dave and Spec, Max's sons, don't like the idea of the old man running after the woman so they plot to disillusion him. Their efforts supply the best part of the comedy. When all hopes seem to be gone, as a last resort the two sons disguise themselves as an outraged father and his daughter and they break into the wedding ceremony. The sons accuse Max of betraying the poor girl. The ruse works until the baby which they bring turns out to be a whitened colored child.

Shooting Wild

Educational—One Reel

Jack Lloyd takes the part of a sedate Easterner who lands in a very tough town. Eva Thatcher has received word from a matrimonial agency that her prospective husband is on the way. Naturally, Eva mistakes Jack for the person when he gets off the train. Jack Miller, playing the role of Eva's brother, gets into a fight with Lloyd and gives him a gun, telling him to go behind a tree and shoot himself. Lloyd returns with the message that he missed himself. In the stage coach, Jack hides under the seat when Eva and Miller are returning to the ranch and when he is noticed the fight is continued. The principle comedy is taken up in Lloyd's efforts to get away from Eva's embraces.

Daddyboy

Pathe—Two Reels

Here we have Ben Turpin as the old duck with young ideas. Although Alma is in her early twenties, Ben thinks she is a little too old for him. Through the efforts of Alma's mother, the two are engaged, but Ben still insists she is too old. The mother gets around the situation by dressing up Alma in rompers and a blonde wig. Alma is in love with Ben's secretary. The trick played by the mother is successful, and Ben really falls in love with Alma. But Alma runs off with the secretary and leaves broken-hearted Ben. Ben does some good work and the comedian is ably supported.

Smith's Cook

Pathe—Two Reels

Polly Moran, who supplied the comedy in "The Callahans and the Murphys," is back in the two-reelers as seen in this clever little skit. Polly used to be one of Mack Sennett's mainstays back in the old Triangle days. But that has nothing to do with this. Polly is the cook in the Smith home, and she is a good one because the Smith's don't want to lose her. When she announces that she is to be married the family does everything possible to cooperate until a motorcycle cop, who has been eating in the Smith kitchen for many years, attempts to break up the romance. And the officer is successful because she decides not to get married, but remain as the Smith's cook.

Buster, Don't Forget

Universal—Two Reels

Buster has a date with Mary Jane, but jilts her for "the other woman," Gladys, who has just moved into the neighborhood. Mary Jane looks from her window and sees the couple making love in the garden. She accosts Buster indignantly, points to the kiss marks on his cheeks and scorns him. Then she sics the dog on Buster's candy. Tige eats it all and gets so sick that the dog catcher takes him for a homeless mutt and captures him. When the dog catcher's wagon drives away, the flirtation is successfully broken up for Buster runs frantically after the wagon. Tige breaks out and threatens the driver, who jumps from the seat and flees for safety. The wagon crashes into a pole and breaks to bits. Tige is hurled to the street, whence he is picked up by Buster. The family reunited, Mary Jane guards her man with a rolling pin.

Tired Wheels

Paramount—One Reel

Krazy Kat displays his prowess as a bicycle racer in this one-reeler. He has for his opponents a lion, giraffe, and many other animals. The Kat has a tough time getting into the race because the elephant nearly obstructs the entire track. At last the racers get off and the race is a close one. The giraffe's neck outdistances them all but the Kat manages to ride over it. The elephants puts him back with his trunk whenever Krazy Kat gets ahead, but at last the little fellow crosses the line a winner.

"The Midnight Bum"

Universal—One Reel

August Day tries to elope with June Knight, but is intercepted by her father, who throws him off the lot. Despondent, August joins the navy. He visits a Russian city with a bunch of sailors. Knight brings his daughter to the same city thinking to get her thousands of miles away from her hero. Ivan, the terrible, casts covetous eyes on June. He thrusts her father aside and embraces the girl. Knight fights him and is attacked by a lot of Bullshevicks in the employ of Ivan. Ginsberg, an aspiring future American, tells the sailors of the fracas. August and the others clean up the terribles. August claims the girl and her father consents to her marrying the hero.

Under Colorado Skies

Fox—One Reel

Fox Varieties offer a colorful scenic picture in this series of "The World We Live In." The short subject gives one an idea of what is contained in Colorado, and should be an eye-opener to those who have lived in Colorado all their lives. Mountains, farms, mines, industry, canyons, gorges and trails are blended together in a very interesting manner. Views of Pikes Peak is especially good. Views of Denver will make high-toned easterners realize that the west has as much to offer in the way of progressiveness as any city east of Chicago.

Some Scout

Educational—Two Reels

Lupino Lane and his brother, Wallace, make up a good team as usual. "Some Scout" is a burlesque on the wild and wooly westerns and it has a good plot. Wallace is the renegade white man who joins the Indians. Under the leadership of Wallace, the Indians advance on the stockade with the intention of capturing Estelle, the beautiful white girl. Lupino, unafraid, dashes out and licks the whole outfit single-handed. A good sequence is one in which Lupino gets the tribe in barrel-hoops.

EXHIBITORS—

Send in your
Box-Office Reports.

EQUIPMENT AND SUPPLIES

Operators Need Experience and High Intelligence

By F. H. Richardson

Experience and intelligence are certainly needed in the projection room. Lack of those attributes by the projectionist means loss and their presence in the projection room makes for improved results upon the theatre screen, greater economy of operation and increased box office receipts.

If projection practice as it now exists in most theatres is subjected to close scrutiny, its many faults are manifest. Imperfections in motion picture projection operate to lower the amusement and dramatic value of any projection, whereas perfect projection brings out the very best value contained in the production the films carry. However, no amount of expert knowledge upon the part of the projectionist will avail unless it be accompanied by sufficient energy, ambition and pride in the work to cause him to apply that expert knowledge in the best way.

The expense chargeable to unnecessary deterioration of projection equipment due to lack of expert knowledge upon the part of the projectionist is appalling. Lack of expert knowledge makes itself apparent in everything having to do with the results upon the theatre screen as viewed by the theatre audience, except, of course, faults inherent in the films themselves.

Rex Film Renovators Are Gaining in Popularity

The Rex Film Renovator Company of Columbus, O., has installed its renovators in many of the film exchanges throughout the country, according to R. D. Hanish, special representative, who is now on tour of the country. Mr. Hanish declares that his company will offer a reward of $1,000 to anyone who finds emulsion deposits or new prints sticking on the film tracks of the projectors after being properly treated with the Liquified Waxing Process.

In commenting upon the device, Hanish said: "If it is so important for the operator to keep the projector lens and condensers clean, clear and bright, then it is more important to demand print services from the exchanges just as clean, free from foreign substance, in order to secure perfect projection which is required to gain and hold the patronage and reputation of the theatre."

Automatic Devices Co. Plans to Expand Again

For the second time in less than four years, Automatic Devices Company of Allentown, Pa., has found it necessary to seek additional factory space. On October 1, production of A. D. C. Automatic Curtain Control machines, Roll E-Z curtain tracks and Stabilarc Generator panels was started in a new plant at 1139-41 Maple St., with over 50 per cent greater manufacturing area and available space at the same location for future expansion.

Production of the Stabilarc Motor-Generator continues in the Newark, N. J., plant with main offices for all activities of the Automatic Devices Company in the Samuels Building at Allentown.

Sharp Edges on Sprocket Ruin Film and Machinery

Through carelessness and neglect sprockets are frequently left on projectors until the teeth develop bad hooks and knife-like edges. Film damage caused by under-cut teeth is unmistakable in appearance and in many cases film is practically ruined after one or two showings if run on a projector equipped with such sprockets.

The changing of an intermittent sprocket must be done with great care as the shaft can be bent very easily. Equipped with the proper tools any competent projectionist can make the change but in many cases it may be advisable to have work done at the factory to insure the best results.

Before placing new sprockets on projection machines, a careful examination should be made of the teeth to be sure that none of them have been damaged by coming in contact with one another or some other hard surface. If a sprocket is accidentally dropped on the floor the teeth are likely to be burred or bent and if used on a projection machine, will cause untold damage to film. This will be true even if only one tooth has been damaged.

All new film should be waxed to insure against adhesion or sticking in the gate or trap of the projector. When unwaxed film is run, it is necessary to clean the shoes freqeuntly, otherwise the accumulation of hardened emulsion on the shoes acts as a hold-back causing a greatly increased pull-down strain which always results in mutilated perforations. Needless to say, a new print can be completely ruined in this manner at one showing.

BOX OFFICE REPORT BLANK

Tear Out. Fill In

Mail Today

For the Next Issue

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

Title _____

Star _____

Producer _____

Remarks _____

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Title _____

Star _____

Producer _____

Remarks _____

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Title _____

Star _____

Producer _____

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Exhibitor's Name _____

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House Name _____

_____

Kind of Patronage _____

_____

Town _____

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State _____

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BOX-OFFICE REPORTS

COLUMBIA

The Romantic Age, Alberta Vaughn.—Alberta Vaughn proves she can carry features as well as comedy parts in this.—Merle Skinner, Liberty, Judith Gap, Mont.

F B O

Burned Up, Krazy Kat.—This series the best cartons we have run for some time. Picture is good.—H. E. Drew, Orpheum, Ionia, Mich.

FIRST DIVISION

April Fool, Alexander Carr.—This went over big. — H. E. Drew, Ionia, Mich.

FIRST NATIONAL

The Drop Kick, Richard Barthelmess.—Good for a college town. Dick will pull them in but story is a little weak.—Ben Almond, Garden, Wisterville, O.

The Crystal Cup, Dorothy Mackaill.—A very interesting and pleasing picture and a good picture to book. Empress, Oklahoma City, Ok.

Camille, Norma Talmadge.—Little too long. Pleased majority.—Harold Smith, Dreamland, Carson, Ia.

FOX

The Fighting Buckaroo, Buck Jones.—Fair picture. When I bought Jones, I thought I was getting westerns. So far I have had one out of four pictures played.—W. E. Diamond, Preston, Preston, Kas.

The Joy Girl, Olive Borden.—Just a fair picture. Color scenes in Florida are beautiful, that's all.—Ben Almond, Garden, Wisterville, O.

Paid to Love, George O'Brien.—Just a program picture. Don't pay too much for it. Will please some. George can do better.—Ben Almond, Wisterville, O.

Black Jack, Buck Jones.—Just the same old Buck Jones picture. Won't be long now. Only two more to make for Fox.—Ben Almond, Wisterville, O.

GOTHAM

The Final Extra, Marguerite de la Motte.—Dandy little program offering which sent Sunday audiences out satisfied.—H. E. Drew, Ionia, Mich.

METRO-GOLDWYN

Adam and Evil, Lew Cody.—Very good comedy with Cody taking a dual part. Pleased a good Sunday crowd.—Harold Smith, Carson, Ia.

The Bugle Call, Jackie Coogan.—People seemed to think this one fine. Ran Sunday and Monday to a large appreciative audience.—Harold Smith, Carson, Ia.

Annie Laurie, Lillian Gish.—Business fair, picture good.—Harold Smith, Carson, Ia.

PARAMOUNT

Cabaret, Gilda Grey.—Very fair. Attracted about 40 per cent. Tom Moore good in his part.—E. Campbell, Electric, Goodman, Mo.

Swim, Girl, Swim, Bebe Daniels, As usual, Bebe was good in this one, and it pleases large audiences.—Criterion, Oklahoma City, Okla.

Rough House Rosie, Clara Bow.—A mighty clever comedy. Don't hesitate on booking this one.—Charles N. White, Community, Laurelville, O.

The Whirlwind of Youth, Lois Moran.—Just an ordinary picture. Not much drawing power.—Charles White, Laurelville, O.

The Campus Flirt, Bebe Daniels.—Good comedy that will please especially in a college town.—Merle Skinner, Liberty, Judith Gap, Mont.

Senorita, Bebe Daniels.—A very good picture and a good entertainment.—Charles N. White, Community, Laurelville, O.

Let It Rain, Douglas MacLean.—Not as funny as I thought it would be but it's a lot better than so-called specials.—W. E. Diamond, Preston, Preston, Kas.

PATHE - DE MILLE

The Adventurous Sex, Clara Bow.—A better picture than the title suggests.—Merle Skinner, Liberty, Judith Gap, Mont.

Shoulder Arms, Charlie Chaplin.—Set this with a weak feature and it pulled them in.—H. E. Drew, Orpheum, Ionia, Mich.

Bad Man's Bluff, Buddy Roosevelt.—The Saturday night crowd ate this one up. Several good laughs. Held it over.—H. E. Drew, Ionia, Mich.

Melting Millions, Allene Ray.—A total loss. It's a grand and glorious feeling when you have finished one like this.—H. E. Drew, Ionia, Mich.

STATE RIGHTS

Capital Punishment, Clara Bow.—Old, but fairly good. Calliphone and lobby display will stand them up.—W. E. Diamond, Preston, Preston, Kas.

Heroes of the Night, Cullen Landis.—A fair picture. Will get by with strong shorts.—H. E. Drew, Orpheum, Ionia, Mich.

Wolves of the Air, Mildred Harris.—One of the best. Holds interest from the start. The best show for Saturday night you can get. Play it.—S. M. White, American, Keytesville, Mo.

UNIVERSAL

Painted Ponies, Hoot Gibson.—Very good western comedy. It had some real rodeo scenes that drew attention.—Harold Smith, Dreamland, Carson, Ia.

Eagle's Talons, Serial re-issue.—A re-issue that's well worth picking up. I'm on Chapter 12 and am going strong.—H. E. Drew, Ionia, Mich.

WARNER BROTHERS

The Night Cry, Rin-Tin-Tin.—Best dog pictures we have ever run.—H. E. Drew, Orpheum, Ionia, Mich.

Across the Pacific, Monte Blue.—Plenty of comments on this one.—H. E. Drew, Ionia, Mich.

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Editor & Manager
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Omaha, Neb.
Telephone—Harrison 1285

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Published Weekly by

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- "Heavy" copy
- Unusual copy
- Program copy
- Star copy
- "Jazzed" copy
- Comedy-Drama copy
- Society copy
- "Mother" copy
- Melodramatic, thrill and western copy
- Miscellaneous copy

MOVIE AGE

Volume V — OMAHA, NEBR., NOVEMBER 5, 1927 — Number 50

METRO-GOLDWYN-MAYER ACKNOWLEDGES RECEIPT OF MARVELOUS BOX-OFFICE REPORTS ON "BEN-HUR" FROM

Grand, Worthington, Minn.; Odeon, Bartlesville, Oklahoma; Marion, Marion, Ind.; Family, Batavia, N.Y.; Brewster, N.Y.; Stillman, Cleveland, O.; Ernada, Bartow, Fla.; Diamond, Lake Odessa, Mich.; Enterprise, Quincy, Fla.; Opera House, Lebanon, N. H.; Community, Narrowsburgh, N.Y.; State, Schenectady, N.Y.; Palace, Ashtabula, O.; Blackwell, Okla.; Queen, Brownsville, Tex.; Rialto, Colo. Springs; State, St. Louis; Lincoln, Neb.; Omaha, Neb.; Kirby, Houston, Texas; Rialto, Beeville, Tex.; Pantages, Salt Lake; Paramount, Ogden; Rex, Hendersonville, N. C. etc. etc.

SPACE PREVENTS PRINTING MANY MORE WHICH WILL BE ACKNOWLEDGED LATER

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HERE'S THE KEY THAT OPENS ← THE WAY

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EDITORIAL

WATCH Tiffany. Those words seem to be on everyone's lips in the industry. This comparative newcomer in the field of production and national distribution has merited much watching during its short but active career. Its production department, headed by M. H. Hoffman, has brought out one big picture after another. Good product has consistently come forth from Tiffany's studios. And to show that they are going still further ahead, the enterprising executives at the head of this concern have brought into their organization John M. Stahl, producer-director, who needs no special citation for his achievements in this line of work, for the trade is well familiar with the many picture successes he has produced.

In the organization of their system of distribution Tiffany performed a huge task in a remarkably short time. Engineered by Ed J. Smith, general manager, exchange branches were established in every distribution center in the country almost overnight.

And then with its color classics Tiffany has scored a production triumph. The booking of these one-reel subjects by leading theatres everywhere speaks well enough of their merit. And something remarkably big is the Third Dimension movies that this company promises to bring forth soon.

Tiffany's productions last season were good—some very good; so far this season they have brought out several Class A pictures. And they're striving for still better.

Yes, watch Tiffany!

* * * *

ELEVEN Broadway runs in one week! That's quite an achievement for any company. Pathe has just chalked up that record—and it's something the old Pathe Rooster can crow about—long and loud.

There has been somewhat of a quietus cast about this company's activity for the many weeks that it has been going through its re-organization process since its merger with P. D. C. But evidently things have commenced to move once again—and mighty fast and in a mighty big way.

The titles of these Broadway runs look very good. And the pictures must be there, or they would not have displaced other producers' product in their own houses.

* * * *

GIVE a thought to music. We saw that line recently in a theatre's newspaper advertising and think it might well be directed to exhibitors, especially those who still think that good music in a motion picture theatre is just an unnecessary expense.

Anyone who has ever witnessed a screening in a projection room, with no accompaniment for the picture, knows how flat the picture is without music. Many a big picture has flopped just because of poor music accompaniment. Furthermore the public today expects even the very ordinary houses to have good music. It's an essential part of every picture showing.

Seventy-Five Per Cent of F B O Schedule Is Completed

Remainder of Pictures for 1927-28 Are Now In Production; Four Specials Finished Last Week

F B O Pictures Corporation has completed 75 per cent of its product for the 1927-28 season and the greater portion of the remaining 25 per cent is now being filmed.

The following four specials were completed last week:

"Coney Island," directed by Ralph Ince with Lois Wilson and Lucila Mendez in featured roles; "Freckles," based on Gene Stratton-Porter's well-known novel; "Red Riders of Canada," with Patsy Ruth Miller starred and "Her Summer Hero," featuring Hugh Trevor and Sally Blane.

Eight films now in course of production include:

"Legionnaires in Paris," a comedy with the American Legion convention in Paris as a background; "Chicago After Midnight," which Ralph Ince is getting ready for production; "Wall Flowers," being produced by Leo Meehan; "Alex, the Great," taken from the well-known book by H. C. Witwer; "The Little Yellow House," from the novel by Beatrice Burton; "Phantom of the Range," featuring Tom Tyler; "Breed of the Sunset," being directed by Wallace Fox and "The Better Man," based on a story by Dorothy Yost.

Long-Term M-G-M- Contract Signed by Frances Marion

Frances Marion, dean of women scenarists and author and adapter of many famous screen plays, has signed a new long-term contract with Metro-Goldwyn-Mayer, it was announced last week by Irving G. Thalberg, studio executive.

Miss Marion, who has been a scenarist for many years, wrote the scenarios of Marion Davies' "The Red Mill," and Lillian Gish's "The Scarlet Letter" and "The Wind." (The latter production has not yet been released).

Hyatt Daab Writes Play

Ted Paramore, Jr., author of "Set a Thief" and other plays, has completed a prize ring drama with Hyatt Daab called "The Fight Racket." Early production is planned. Hy Daab formerly was sporting editor of The Evening Telegram and is currently advertising manager of F B O Pictures Corp.

Pathe in Eleven N. Y. Theatres During Week

Pathe Week on Broadway, which starts Saturday, October 29, is growing. At latest reports eleven big Broadway motion picture theatres will have Pathe product on their programs for the coming week.

In addition to the eight houses which will play Pathe feature productions, Loew's State Theatre has booked, for that week, the Mack Sennett comedy, "The Girl from Everywhere," featuring Daphne Pollard and the Mack Sennett bathing girls; the Palace Theatre will show Fables and Topics of the Day; and the Capitol Theatre will have the Pathe News.

B. S. Moss' Broadway Theatre, which will play "A Harp in Hock" as the feature, will also show the Pathe News; the Cameo Theatre, where "The Wise Wife" heads the bill, also has Pathe News and Fables. Strand Theatre, featuring "Dress Parade" will also show Pathe News and Pathe Review. The Hippodrome, with "The Girl in the Pullman" heading the bill, has also booked Pathe News and Fables. The Roxy Theatre with "The Main Event" and the Colony Theatre with "The Angel of Broadway" have also added the Pathe News to their bills for the week.

Charley Bowers Now at the Educational Studios

Charley Bowers, who has been producing comedies in a comparatively small private studio on Long Island, is now turning out pictures at the recently enlarged Educational studios in Hollywood.

Mr. Bowers is known for the special equipment which he owns and with which he secures some unusual comedy effects. This equipment has been shipped to Hollywood and is now in use at the Educational studios.

It is said that the usual tricks of double photography, superimposing, wire-controlled gags, etc., are entirely done away with by Mr. Bowers who uses an entirely new and unusual process of his own.

"Uncle Tom's Cabin" in World Premiere at the Central, N. Y., Nov. 4

"Uncle Tom's Cabin," which Universal has had in production for two years, has arrived in the east and will have its world premiere at the Central Theatre, New York City, on Friday evening, November 4.

$2,000,000 is the figure given as the cost of this big production, which was directed by Harry Pollard. More than 16,000 individual scenes actually were protographed in making the picture. This represents 954,000 feet of negative, or enough film for 136 seven-reel pictures. It was necessary to reduce this mass of material to twelve or thirteen thousand feet for exhibition.

Dr. Hugo Riesenfeld, managing director of Universal Colony Theatre, is arranging the musical setting.

Carl Laemmle, who planned to go to California this week will stay over for the opening. Out of deference to Uncle Carl's" plans, the opening is scheduled for the earliest date possible. "Les Miserables," now in its third month at the Central, will terminate its run a few days prior to the "Uncle Tom" opening to allow for theatre decorations and other changes.

Last Half of Year Best for American Seating

Two-thirds of the business of American Seating Corp., is done in the last half of the year and one-third in the first half, according to President Thomas Boyd, who predicts satisfactory earnings for the year. Building activity, he says, has exceeded company expectations.

Volume of orders received in the first half of the current year, principally for delivery in the second half, exceeded orders last year by a considerable amount. Unfilled orders on hand July 1 last were the largest in company history.

New Tiffany Sales Contest

Tiffany Productions, Inc., has announced the start of another sales contest for its sales force to be called The Tiffany Christmas Sales Contest.

Although the sales force has been going at top speed throughout the last contest, it was decided to give these branches that did not place in the last contest an opportunity to come through in the Christmas drive.

Hoot Gibson Signs New Five-Year "U" Contract

Quieting all rumors to the contrary, Hoot Gibson, famous Western star, yesterday signed a new five-year contract with Universal Pictures Corporation.

This information was contained in telegraphic communications from Carl Laemmle, president of Universal Pictures Corporation, who is in New York. Despite the many purported rumors that differences existed between Gibson and Laemmle on production matters, it is known on reliable authority that nothing but the friendliest of feelings ever existed between the two.

Thomson's Next Paramount Titled "A Pioneer Scout"

Fred Thomson's second picture for Paramount will be "A Pioneer Scout," a story of the adventurous days when wagon trains furnished the only means of transport across the trackless wastes of the West.

Mr. Thomson has been resting since the completion of "Jesse James," his first effort for Paramount. He expects to put the new picture into production about November 1. The story is an original by Frank M. Clifton.

Bert Lytell Appearing in Person With "Lone Wolf"

Columbia Pictures exploitation department is boosting business for exhibitors who have booked its melodrama special, "Alias the Lone Wolf," by arranging for the personal appearance of Bert Lytell.

Mr. Lytell, who is starred in the production, is now appearing in a one-act play on the Orpheum Circuit. Wherever the bookings of both the vaudeville circuit and the Columbia special are coincident, the Columbia exchanges, working with the exhibitor, have arranged for Bert Lytell to make personal appearances during the run of "Alias the Lone Wolf." The latest joint appearances have been at the Rialto in Omaha, and at the Tower Theatre in Chicago, both highly profitable bookings.

Mathew Betz, who played the role of the merchant with Lon Chaney in "The Unholy Three," is to play again with the character star in his next Metro-Goldwyn-Mayer vehicle, "The Big City," according to an announcement from the offices of Irving G. Thalberg.

Marmont and Busch to Co-Star in Gotham Film

Confirmation comes today from the coast verifying the reports that Percy Marmont and Mae Busch have been definitely placed as starred and featured principles for the next Gotham production which is entitled "The Fruit of Divorce."

While Mr. Marmont was tentatively scheduled for this production early in the season and before his recent return from Europe, the definite announcement was withheld until the star had an opportunity to scan the completed script.

Work will begin immediately in order to have the picture for December release.

Renee Adoree will add still another nationality to those included in her many screen characterizations. The Metro-Goldwyn-Mayer actress, who has appeared as a French girl in "The Big Parade," an Irish colleen in "Blarney," a Hungarian circus girl in "The Show," and a Chinese maiden in "Mr. Wu," will turn Russian in "The Cossacks," John Gilbert's new starring vehicle which is soon to go into production under George Hill's direction.

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John M. Stahl Becomes Tiffany Producing Head

Entrance of Stahl Changes Name of Company To Tiffany-Stahl Productions; Budget Increased to $15,000,000

John M. Stahl, long identified as one of the best directors in the industry, was made production head of all Tiffany units last week by Lon Young, president, and Mr. Hoffman. The acquisition of Stahl is one of the rapid fire moves which Tiffany has been undertaking in the past year. Tiffany has rapidly grown from a smaller organization to a live power, with its own studios and a distributing system throughout the world.

The entrance of Mr. Stahl into the Tiffany organization gives the company a new name, according to M. H. Hoffman, vice president. Hereafter the company will be known as Tiffany-Stahl Productions, Inc.

In addition to the information received in regard to Stahl, Mr. Hoffman announced that the operation budget for the coming year had been increased to $15,000,000. With Stahl supervising production and with the increased budget, the officials of Tiffany declare that the company will produce a higher quality of pictures than ever before. No expense will be spared in order to give the highest ranking programs.

Stahl comes to Tiffany from Metro-Goldwyn-Mayer. He has recently completed "In Old Kentucky" for Metro. He has supervised such successes as "The Child Thou Gavest Me," "The Song of Life," "The Wanters," "The Dangerous Age," "Why Men Leave Home," "Memory Lane," "Husbands and Lovers," "Fine Clothes," and "The Gay Deceiver."

Production Ends on "Stage Kisses" By Columbia

Shooting was finished last week on "Stage Kisses," the Columbia drama which features Kenneth Harlan and Helene Chadwick. The production is now in the cutting room and will be rushed to New York where it is scheduled as the first November release.

The new production deals with a part of the make-believe world hitherto untouched by the camera—the effect of the stage on the private life of a young actress and the prejudice which greets her when she goes out in the world.

"Stage Kisses" was directed by Albert Kelly with a prominent cast.

Norma Shearer's Next An A. P. Younger Story

Norma Shearer's next starring vehicle will be an original story dealing with the humorous adventures of a traveling sales woman, to be directed by Sam Wood, M-G-M announced last week. The story is an original by A. P. Younger, who wrote "Slide, Kelly, Slide," and many other M-G-M picture stories during the past year.

Ralph Forbes has been assigned the male lead opposite Miss Shearer. Forbes has played leading roles during the past year in such pictures as "Mr. Wu," "Trail of '98" and "The Enemy."

Double Set of Posters for "Helen of Troy"

First National's advertising department has prepared a double set of posters for the big special based upon John Erskine's "Private Life of Helen of Troy." The drawings have just been completed and given into the hands of the lithographer.

The first effect of the posters is visual, for they are done in vivid and contrasting colors that make them stand out in any location. Having caught the eye, the posters proceed to make their appeal to the curiosity of beholders through a most unique and striking set of drawings, mostly of a "kidding" nature. The drawings emphasize the comedy of the picture, and the quality known as "It" which pervades all phases of the story of Helen of Troy, of her husband, Menelaos, and her abductor, Paris.

National Organizes New Engineering Department

Following out its complete service program, the National Theatre Supply Company has established an engineering department in San Francisco, located at the western district office, of which G. G. Thompson has been placed in charge.

This new department will serve all west coast exhibitors in conjunction with the company's One-Contract Equipment Plan and as well, on all matters wherein engineering and research service is needed.

Mr. Thompson is considered one of the foremost theatre electrical engineers in the country. With twelve years of experience in theatre electrical work, he is especially fitted for his position with National. During the past he has been connected with such well-known concerns as Cutler-Hammer and the Ward-Leonard Company.

During the past two months Mr. Thompson has been at National headquarters in Chicago where he has been studying the National service plan and becoming familiar with its engineering requirements. He will set about at once to build up the western division engineering department along similar lines to those in operation in the central division.

"Caravan Trail" Changed to "The Wagon Show"

The title of the new Ken Maynard picture being made for First National under the production management of Charles R. Rogers, directed by Harry J. Brown has been changed to "The Wagon Show."

This is the story of circus life that went into work under the temporary title of "The Caravan Trail." In the cast with the star are Ena Gregory, Maurice Costello, Paul Weigel, Fred Malatesta, Charles Ellis and George Davis, the famous English clown.

Tiffany Film Retitled

Tiffany Productions, Inc., announce that "A Woman of the World," one of the twenty-four feature productions on their program for 1927-1928, has been changed to "A Woman Against the World."

This picture is now being filmed, with Harrison Ford playing the male lead, and Georgia Hale, Harvey Clarke also assigned parts, with other members of the cast to be announced later.

Educational Studios Now Largest For Comedies

Addition of the new stage building at the Educational Studios, Hollywood, used for the first time by Lupino Lane in making a comedy of South American senoritas and villains, makes the Educational plant the biggest devoted entirely to making comedies. The new structure increases the stage space fifty per cent, the building being 195 by 110 feet in size. It gives Educational 20,000 square feet additional stage floor space.

It is a two-story stucco building, the ground floor being used for garages and scene docks as well as for an enlargement to the property room. The first floor is protected from the stage space above by a waterproof ceiling. The entire structure is separated from the main studio buildings by a concrete fire wall forty-two feet high.

Columbia's Perfect 30 In 34 Publix Theatres

Columbia Pictures, through Jack Cohn, treasurer of the company, announces the consummation of a big booking deal with the Publix Theatres Corporation which assures "The Perfect Thirty," of important first-run showings in thirty-four big cities in the South.

The contract was engineered by William G. Underwood, Columbia's franchise holder in this territory.

Supporting Cast Announced for "Little Snob"

Virginia Lee Corbin, Clyde Cook, Alec Francis, Frances Lee and John Miljan will comprise the supporting cast for May McAvoy's next picture, "The Little Snob," according to word received this week from the Warner Studio. Work starts on this production within a few days with John Adolfi at the megaphone. E. T. Lowe, jr., is responsible for the story and Robert Lord has written the script.

Those who purchased Paramount stock a few months ago at 92 have realized a gain of 17 points, as the stock is now quoted at 109. The jump was caused by the fact that the company's earnings for the third quarter were said to be 100 per cent higher than the same period a year ago.

Children of Screen Stars Make Their Own Picture

A unique and most interesting motion picture showing the children of a number of the prominent stars of the screen in a picture of their own is to be released by Pathe very shortly. The picture was produced by Madeline Brandeis and directed by Robert Thornby.

This film shows the children making the picture. The director is Eric Von Stroheim, jr., and Billy Reid, son of Wally Reid, is the leading man. Others in the cast are Tim Holt, son of Jack Holt; Mary Desmond, daughter of William Desmond; Eileen O'Malley, daughter of Pat O'Malley; Barbara Denny, daughter of Reginald Denny and George Bosworth, son of Hobart Bosworth. Last, but not least, comes the smallest of the group—D'Arcy McCoy, commonly known as "Mike" and the son of Colonel Tim McCoy.

"Her Wild Oats" Title of New Colleen Moore Film

"Her Wild Oats" has been selected as the title of Colleen Moore's new First National picture which has been in work for several weeks.

Marshall Neilan is directing "Her Wild Oats," John McCormick is the producer and Larry Kent is Miss Moore's leading man. Others in the cast are Fritzi Ridgway, Hallam Cooley, Gwen Lee, Yola d'Avril and Loretta Young.

Columbia Buys "The Hero"

Columbia Pictures announces that it has bought the motion picture rights to "The Hero," a story by Albert Payson Terhune.

The purchase was made from M-G-M who owned the story. "The Hero" is a dramatic recital of a cowardly moment in a great man's life and the drastic results that followed in its wake.

Ralph Ince, F B O director, has gone to Lake Arrowhead for a combined pleasure and business trip. He was accompanied by his wife, Lucila Mendez, George Arthur, Thomas Atkins and Enid Hibbard. While at Arrowhead Mr. Ince will work on the script for his next F B O production, "Chicago After Midnight."

"Business is good," according to 5,000 bankers who held a convention at Houston, Texas recently. The bankers were of the opinion that favorable factors outweighed the unfavorable in the economic scales that forecast for 1928, despite the fact that it is a presidential election year.

N-E-W-S B-R-I-E-F-S

Paramount Famous Lasky estimates its profit for the third quarter of 1927 to be approximately $2,100,000. After deducting preferred stock dividends, the net profit for the third quarter will be 118 per cent greater than the same period in 1926.

* * *

Lou Metzger, general sales manager for Universal, underwent an operation last week. It will be several weeks before he will return to his duties.

* * *

Pathe News receives considerable mention in the new musical comedy success, "Honeymoon Lane." In fact, one of the characters in the show is Mr. Pathe.

* * *

It is rumored in Hollywood that Harry Langdon will join United Artists when his present contract with First National has expired. Harry is now making "The Chaser," and after this is completed he will make one more for First National before his contract is up.

* * *

Ralph Block, who recently joined the Pathe-De Mille organization, will supervise the lavish production of "The Blue Danube." The picture was inspired by the famous Strauss waltz. Leatrice Joy will play the leading role.

* * *

Augustine Lopez, 87-year-old extra, is going to get her first screen credit by Paramount. The aged actress has been playing small parts and "bits" since the picture business began, but she has never been mentioned in the cast. Paramount will place her name on the cast of Richard Dix's next, "The Gay Defender."

* * *

"The Lion and the Mouse" will be produced in pictures for the third time. It was first produced by Lubin in 1913. Several years ago Vitagraph made it with Alice Joyce in the leading role, and now Warner Brothers will produce it.

* * *

A movement is understood to be under way in England to make an amendment to the Film Quota Bill which would be a ruling to the effect that British-made pictures may be booked six months ahead of foreign productions. It is believed to be an attack against American pictures. Strong opposition has arisen against the measure.

Lon Chaney's next picture for Metro-Goldwyn-Mayer will be a detective story with Scotland Yard as a background. The title chosen is "London After Dark."

* * *

W. H. Clune, known to the industry as the "daddy of motion picture presentations," died in Los Angeles two weeks ago. Clune was a true pioneer of the industry. He was a railroad man 25 years ago when he saw the possibilities of the motion picture and he built one of the first large picture theatres in Los Angeles. He financed "The Birth of a Nation' and many other big pictures. Clune died leaving a fortune of more than $20,000,000.

* * *

Douglas Fairbanks has been re-elected president of the Academy of Motion Picture Arts and Sciences.

* * *

America supplied 104 of the 248 features shown in Germany during the first half of the year, according to the motion picture section of the Department of Commerce.

* * *

Paramount claims to have scored "a beat" on other news reels when pictures showing the arrival of Ruth Elder in the Azores were exhibited Tuesday in Broadway houses. Paramount arranged for a steamer to swerve 200 miles from its course to pick up the films.

* * *

A campaign to rid Los Angeles of "shoestring" producing companies which fail to pay their employees has been instituted by the city administration in cooperation with the State Labor Commission. Several arrests have been made already.

* * *

William Farnum will make a screen come-back under the Fox banner. It was Fox which made Farnum famous in the first place. Farnum has made about 30 features for that company, outstanding films being "Les Miserables," "If I Were King," and "A Tale of Two Cities." For the past five years Farnum has been appearing on the stage.

* * *

Harold Shumate, noted scenarist, has been appointed editorial supervisor for Gotham Productions. This position is a newly created office.

"Sporting Blood" has been decided upon for the title of the Reginald Denny picture now in production for Universal.

* * *

It is rumored that Mayor Jimmy Walker of New York may become associated in the film business in some advisory or legal capacity.

* * *

At the present rate which Jackie Coogan is investing his money in real estate it is believed that he will be a multi-millionaire before he is 21 years of age. His present property has increased steadily in value.

* * *

Sam Warner's estate has been estimated to be worth more than $1,000,000. His wife and daughter were left a large yearly cash income, while his brothers will receive the estate.

* * *

After two years of work Charlie Chaplin has completed "The Circus." The film is now being titled, edited, and cut by Chaplin himself.

* * *

Ann Nichol's famous play, "Abie's Irish Rose" closed its long run at the Republic Theatre, New York, last week. The final offering made the 2,327th performance, a world's record. And now Paramount has started production on the film version with Charles "Buddy" Rogers taking the part of Abie.

* * *

Carlyle Robinson, who directed Charlie Chaplin publicity for five years up to 1922, has returned to his old post. He succeeds Edward Manson, who had held the job for five years.

* * *

A print of "Chang," Paramount's unique picture of wild animal life, has been given to the British Museum where it will remained sealed in a box for 50 years.

* * *

Joseph M. Schenck has gone to Europe to visit the United Artists branches abroad.

* * *

Motion picture heroics were transformed into realism last week when actors and college football players engaged in making the Gotham production, "The Cheer Leader," fought side by side to extinguish flames that were kindled by flying sparks on the roof of Old College at the University of Southern California, threatening other buildings on the campus.

Strikes and Spares

FILM LEAGUE STANDINGS

As of October 31, 1927

	W	L	Av.	Total Pins
F B O, Warner, Liberty	10	5	666	10995
M-G-M	9	5	600	11132
1st Nat'l, U. A.	8	7	533	10607
Pathe	7	8	466	11280
Paramount	8	7	534	9978
Uni. - Blizzard	2	12	133	10076

INDIVIDUAL AVERAGES

Comer	191	Connors	142
Gorham	183	Strickland	139
Hensler	183	Fangman	141
Bierman	160	Trent	133
Harms	154	Van Dollan	131
Danke	155	Branson	127
P. Monsky	157	Malm	126
Barker	150	Mitchell	125
Friedel	151	Malchaw	124
Howell	154	Funk	123
Doherty	152	Nedley	118
McLucas	149	McCool	118
Morrison	152	Wilson	109
M. Monsky	139	Fischer	114
McBride	144	Chapman	106
Mendelson	146	Diamond	106

An interesting game of pool was shot in the wee hours at Scribner, Nebr., Friday, October 28. Three of Movie Row's crack players, Charlie Williams, Sherman Fitch, and Izzy Weimer, challenged Mr. Robinson of Scribner. Without the least embarrasment, the next morning Izzy admitted the results of the game which were Robinson—50; Williams, Fitch and Izzy—14.

Woodhull and Pettijohn to Speak at the Convention

National Officials to Address Nebraska and Iowa Exhibitors November 14 and 15; a Large Attendance Expected

Many exhibitors throughout the states of Nebraska and western Iowa are expected to attend the annual state convention of the Motion Picture Theatre Owners of Nebraska and western Iowa, which will be held at Hotel Rome, Omaha, November 14 and 15.

R. F. Woodhull, National President of M. P. T. O. A., and C. C. Pettijohn, general counsel of Film Boards of Trade will be present at the Omaha convention.

Exhibitors desiring to attend the informal banquet which has been arranged for the evening of the 14th, should secure their tickets at an early date. A musical program has been prepared and President Woodhull and Mr. Pettijohn will be the speakers of the evening. They will also address the business meeting on Tuesday, November 15.

The convention will be devoted entirely to the interests of the exhibitors and those who realize the necessity of organization are urged to make every effort to be present.

W. E. Scott Calls For Film in an Airplane

W. E. Scott of the clite Theatre at Lemars, Ia., has a new and original idea for shipping pictures at the last minute. A week ago Sunday, Mr. Scott had to get "Don Juan" from Omaha out to Lemars before the evening show, but it was too late to ship the picture by train.

After wiring Warner Brothers he hired an airplane and pilot and arrived in Omaha about one-thirty. Mr. Comer of Warner Brothers met him at the landing field with the film and Scott was soon on his road back. Lemars had a good picture in time for the night show and a big crowd enjoyed it.

Film Row Girls Organize Bowling Teams

With Ben Fletcher acting as organizor, the girl bowlers got together Friday night at the Elks Club bowling alleys and fixed up the teams. Four teams were formed with six scheduled for each. Four of the six play each night and the two lowest drop out each time. The captains which were elected were Miss Anderson of M-G-M, Miss Wood of Warner Brothers, Miss Frankson of F B O and Miss Gillen of Fox. Miss Casper was appointed secretary.

Publix Takes Over 5 Theatres at Lincoln; Roadshows at Orpheum

Control of five theatres at Lincoln, Nebr., has passed into the hands of Publix, which formerly has been a factor at Lincoln under a partnership arrangement. The five houses concerned in the deal are the Lincoln, Orpheum, Liberty, Rialto and Colonial.

In addition, Publix will operate the Stuart, under construction at 13th and P streets.

Vaudeville is being discontinued at the Orpheum which will play roadshows.

Holdrege, Nebr.—C. J. Riggs is the new manager of the Sun Theatre here, having taken charge recently. Mr. Riggs is also manager of the Crescent and Empress Theatres at Kearney.

WESTERN UNION OPENS BRANCH IN FILM BUILDING TO IMPROVE SERVICE

The Western Union Telegraph Company announces the opening of a new Branch Office at 1520 Davenport Street, which is to be known as the Film Exchange Branch. The new office will be opened for the special purpose of taking care of the telegraph service for film dealers and will eliminate the long trip by messenger to and from the Main Office, thereby quickening both the pickup and delivery service.

"The Western Union Main Office in Omaha works direct with New York, Chicago, St. Louis, Kansas City, Denver, Salt Lake, Minneapolis and in fact with nearly all the large cities in the United States," said J. J. McCloskey, City Superintendent, "and with this new branch office, the Film Exchange District in Omaha will receive telegraph service to the film dealers equal to any city in the United States and excelled by none."

Mr. McCloskey further says that he has realized for some time past that on account of the growing business, the film district should have its own telegraph office and now that it is a reality, he sincerely hopes it will meet with the approval and support of all the film people.—(Adv.)

DAN DESDUNES
ENTERTAINERS
Will Draw the People and
Please Them After They Come
2516 BURDETTE ST.
OMAHA, NEBR.

Moving Along Movie Row

__J. Douglas, former exhibitor at Pierce, Neb., has purchased the Amuzu Theatre at Hooper, Nebr., from A. M. Heiman.

* * *

A. Zlotky, who operated the Hippodrome Theatre at 25th and Comming street in Omaha several years ago, has reopened the house after redecorating and remodeling.

* * *

W. E. Wells of the Community Theatre at Center, Nebr., was in Omaha last week.

* * *

Louis Wintroub and his mother returned last week from Chicago where they spent two weeks visiting.

* * *

L. H. Ireland of the Passtime Theatre at Logan, Ia., was a visitor at Film Row last week.

* * *

A. A. Johnson has bought the Lyric Theatre at Walnut, Ia., from F. B. McCord.

* * *

E. L. Alperson, division manager of Warner Brothers, has been in Omaha the last week showing off his new Packard sedan.

H. E. Brookings has bought the Liberty Theatre at Weeping Water, Nebr., from George H. Dennis.

* * *

Earl Miller of the Idle Hour Theatre at Dunlap, Ia., called on the exchanges last week.

* * *

Rose Reif, steno for Mid-West Distributing Co., leaves this week for St. Louis where she will make her home.

* * *

W. E. Scott of the Elite Theatre at Lemars, Ia., visited Film Row last Friday.

* * *

A number of managers and salesmen from the various exchanges, made up a party and went to Lincoln to the Nebraska-Syracuse game. One of the managers has cornered the corn market, and if the farmer ever catches him he will be expecting pay for the amount taken. They say that there was no money lost on the game but that is not saying that there was none bet on it.

* * *

Frank Smith of the Dreamland Theatre at Carson, Ia., visited Movie Row during the last week.

Second Theatre to be Opened at Holstein

Holstein, Iowa is to have its second motion picture house soon. A number of business men from Correctionville, Iowa are erecting the new house. The theatre building is a new construction and will seat 300. The opposition house in Holstein is owned by Mr. Recknagel who also has theatre interests at Fonda, Iowa.

Hallowe'en Party at Pathe

The Pathe exchange was converted into a scene of much gayety Friday, October 28 while Hallowe'en was celebrated in the good old traditional manner. Carl Helgran, a newcomer afforded the entertainment by vocal selections. Music was furnished by a ritzy looking phonograph. Refreshments included chicken sandwiches, oyster cocktail, lemonade, and punch-plus. The services rendered by Mr. Mansell were especially appreciated.

Plays Clever Role in "Seventh Heaven"

It is reported that a "very remarkable fellow" plays a clever role in "Seventh Heaven" with such exceptional interpretation that it is sure to keep any kind of an audience spellbound throughout the entire picture. "Seventh Heaven" is one of Fox's latest. It is a picture of the Paris slums, of the World War, and the romance of two lonesome creatures who find heaven in each other's love. This is a very dramatic picture, the report states, it's different and you'll like it.

J. E. Malone Is Wed

J. E. Malone, cashier for the First National office, Des Moines, was married last week while on his vacation trip. His bride is Miss Sarah Early. They spent their honeymoon at Denver.

* * *

The Opera House at Radcliffe which has been closed for some time is opening up again under the management of Mr. Iverson.

CURRENT RELEASES

Week of November 6, 1927

F B O

Judgment of the Hills, Virginia Valli, (7).

FIRST NATIONAL

French Dressing, Ben Lyon, (6).

FOX

Four Faces West, Van Bibber, (2).

METRO-GOLDWYN

The Garden of Allah, Alice Terry, (8).

PATHE

The Masked Menace, No. 1, (2).
Signs of Spring, Aesop, (1).
Chicken Feed, Our Gang, (2).
The Forbidden Woman, Jetta Goudal, (7).

PARAMOUNT

The Open Range, Betty Bronson, (7). (7).
Find the King, Edward Horton, (2).

UNIVERSAL

Sky High Saunders, Al Wilson, (5).
The Small Bachelor, All Star, (7).
The Love Wallop, Arthur Lake, (1).
Samson at Calford, Collegians, (2).
The Newlyweds Mistake, (2).
The Disordered Orderly, Sid Saylor, (2).
Battling Buckeroo, Bob Curwood, (2)

WARNER BROTHERS

A Dog of the Regiment, Rin-Tin-Tin, (6).

FOR SALE

One 65 Note Wurlitzer Electric Piano; first class condition; reasonable.

SERVICE THEATRE SUPPLY CO.
303 North 16th Street,
OMAHA, NEBRASKA

Broadway acclaims Pathe product in record breaking simultaneous showing at 11 leading first-run houses

8 SIM[ILA]OUS B'WAY RUN[S] [RE]CORD

Eight [Pathe-DeMille features] will be playi[ng] simultaneously on Broadway during the week of Oct. 29, in what is claimed as a new all-time record for any one company. The "Pathe Week" booking was completed by Phil Reisman, general sales manager of Pathe.

In [this] a "Pathe Week" [the] the world [theatres] ed" are [the Colony] Aesop's [Fables] and Pathe News to round out their programs.

During Broadway's "Pathe Week" the Roxy will play "The Main Event," directed by William Howard with Vera Reynolds as star. [The picture] days.

PAT[HE] Eight [Pathe-DeMille] tures will be shown on Broadway during the week of Oct. 23, this being a record [for] any one company. And, of course, the Pathe News Reel, some short comedies, Aesop's Fables and Topics of the Day also will be shown at some of the houses.

Feature [pictures] the Roxy, [the] Colony, Ca[pitol] way. [The] Kings [Theatre] that's a record for any company to be proud of.

PATHE BREAKS BROADWAY FIRST RUN RECORDS

[For week] of October 29

SHOULD GROSS 400,000

Pathe Exchange [has] hung up a sales record that will [probably] stick for all [times]. [Other] use the Pathe News, the Pathe comedies, Aesop's Fables [and]

Dollars to Warble On B'way

THAT Pathe rooster [and] bird has plenty to warble about. Lining up eight Broadway theaters to show Pathe-De Mille features in one week is a sales [feat] that merits [attention]. [Pathe] Reisman [and] the hand[shakes] if you happen to ask who [was] [be]hind it. We [think] Paramount [and] didn't [want] left [out] when Reisman switched [the] [week] to chalk was a job. Still plenty left this Broadway walk-away.

Reisman has had tough sledding all the way. As [many] thought of it. Whipping the force in the field made. Reisman [has]

PATHE DEM[ILLE] FEATURES IN 8 B'WAY THEATRES

[This week]

EIG[HT] Pathe-DeMille feature pictures, all made at the DeMille S[tudio]s, will be shown simultaneously in [eight] Broadway picture theatres [dur]ing the week beginning October 29. This is a new record. No other [company] has ever had that many [Pathe] features [playing] at one time in the [same] theatres during [any] week. And [there] are that many [more] a number which are also distributed by Pathe, will be shown on [the] programs

Eight Pathe-DeMille Feature Pictures for Broadway Houses Same Week

[Eight] DeMille features will be [shown] simultaneously [in] Broadway picture theatres [during] the week beginning October 29. [This] is a new record. No other company has ever had that many Pathe features playing at one time in the same theatres during any week. And there are that many more current features of Pathe, which are also distributed by Pathe, will be shown on the programs this week. In addition to the Pathe News, a number of two-reel comedies, Fables and Topics of the Day, all Pathe product, will be shown on program with the features.

The theatres and features to be shown during the week are: Roxy Theatre, "The Main Event;" Paramount Theatre, "The Forbidden Woman;" Mark Strand Theatre, "Dress Parade;" Colony Theatre, "The Angel of Broadway;" B. S. Moss Cameo Theatre, "The Wise Wife;" B. F. Keith's Hippodrome Theatre, "The Girl in the Pullman;" B. S. Moss Broadway Theatre, "A Harp in Hock;" Gaiety Theatre, "The King of Kings."

Loud and Long

The famous Pathe rooster [has] possession of Broadway the week [of] Oct. 29. Eight theaters—count [them] —Pathe-De Mille features that week. Almost everywhere you may [go] you'll find the rooster crowing. The Roxy, Paramount, Strand, Colony, Broadway, Gaiety, Hippodrome and Cameo are in the line-up. Hooray on that score.

Play Eight Simultaneously On B'way

EIGHT Pathe-[DeMille] features, all [made] at the Studios, will be shown [simultaneously] in eight Broadway theatres during the week beginning October 29. This is a new record. No other company has ever had that many Pathe features playing at one time in the same theatres during any week. And there are that many more current features of Pathe, which are also distributed by Pathe, will be shown on the programs this week. In addition to the Pathe News, a number of two-reel comedies, Fables and Topics of the Day, all Pathe product, will be shown on program with the features.

The theatres and features to be shown during the week are: Roxy Theatre, "The Main Event;" Paramount Theatre, "The Forbidden Woman;" Mark Strand Theatre, "Dress Parade;" Colony Theatre, "The Angel of Broadway;" B. S. Moss Cameo Theatre, "The Wise Wife;" B. F. Keith's Hippodrome Theatre, "The Girl in the Pullman;" B. S. Moss Broadway Theatre, "A Harp in Hock;" Gaiety Theatre, "The King of Kings."

Observations

By GEORGE C. WILLIAMS

The big news from the Pathe Exchange, Inc., camp Monday evening was extremely gratifying to a lot of people both in and out of the industry.

The MAGIC [Broadway]

Two-Man Movie Comedies Rush [Pathe] Week

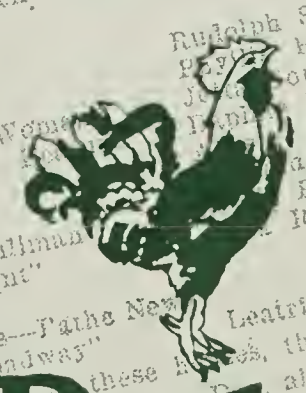
[Joe] Tow[nsend] Martin [Pathe]

The Pathe [Exchange] Murdock, has arranged a [series] next Saturday. At that time eight features of this [newly] organized and ambitious company [will] ing in [Broadway] in the [street]. This is, I understand, a record [number] of pictures plays made by one company to be displayed [simultaneously]. New York simultaneously. This means, that [the Pathe-De Mille] plants in [Hollywood] second, that the [Pathe] making what [critics] consider [the] Other [Pathe] have been booked into [Broadway].

Mr. Murdock has given us the list of new feature films and Pathe-De Mille novelties to be seen in his principal houses next week in the following rotation:

Strand ..... "A Harp in Hock"
Hippodrome ..... "The Wise Wife"
Roxy ..... "The Forbidden Woman"
Capitol ..... "A Comedy
Palace ..... "Kings"
Colony ..... "Parade"
[Cameo] ..... "The Main Event"
[Broadway] ..... "Pathe News"
[Gaiety] ..... "Aesop's Fables—Pathe News"

Not only this, but in each [of] the Pathe Comedies and the [Aesop's] Fables, the Pathe [Exchange], all products of Mr. Murdock's various brands [will] be [shown]. Oddly enough, [Pathe] has arranged a world of strength in these [eight] features in one week is a [Pathe] product in record breaking simultaneous showing at 11 leading first-run houses



Pathé

B. S. Moss' BROADWAY
"A HARP IN HOCK"
PATHE NEWS

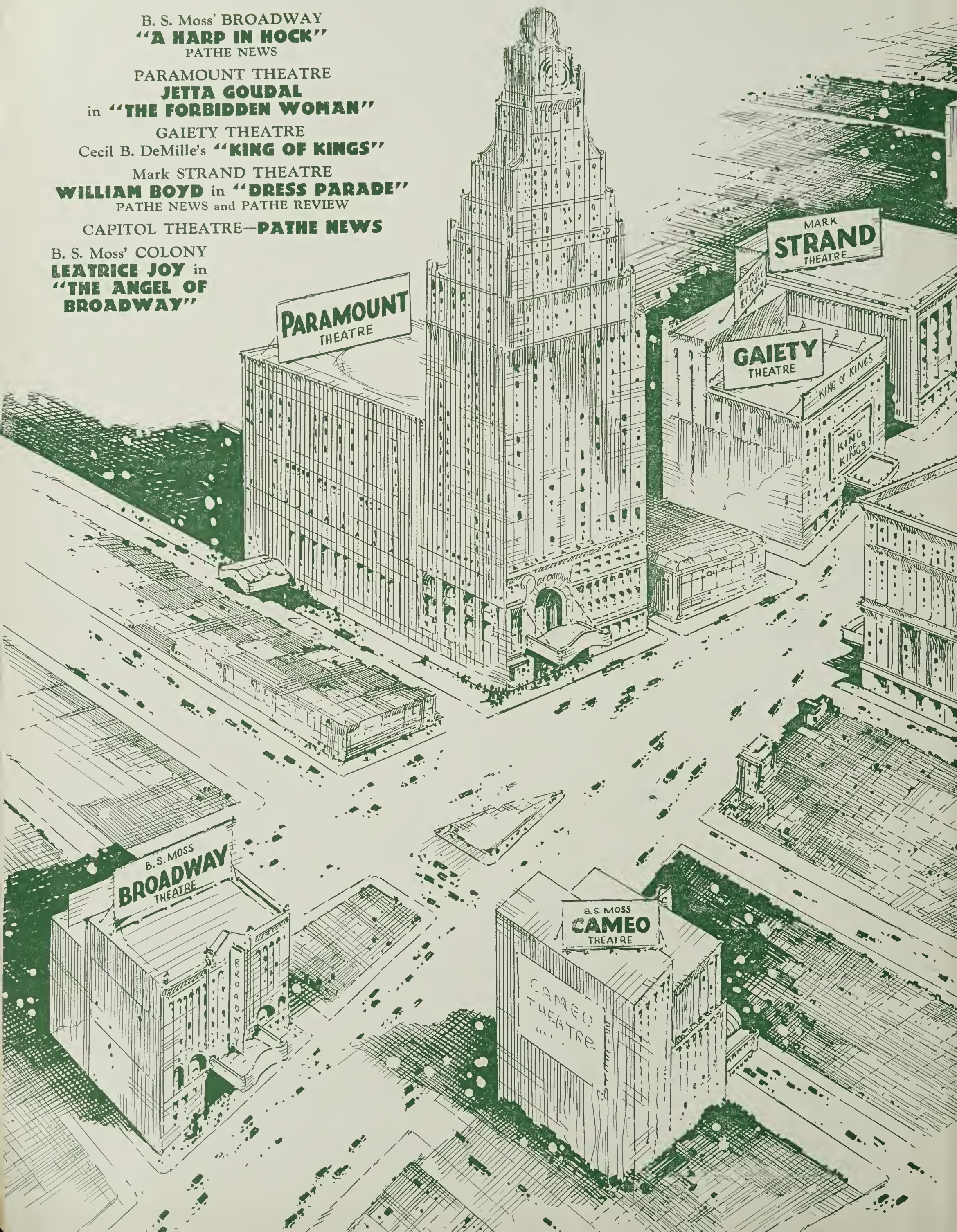
PARAMOUNT THEATRE
JETTA GOUDAL
in **"THE FORBIDDEN WOMAN"**

GAIETY THEATRE
Cecil B. DeMille's **"KING OF KINGS"**

Mark STRAND THEATRE
WILLIAM BOYD in **"DRESS PARADE"**
PATHE NEWS and PATHE REVIEW

CAPITOL THEATRE—**PATHE NEWS**

B. S. Moss' COLONY
LEATRICE JOY in
"THE ANGEL OF BROADWAY"



B. S. Moss' CAMEO
"THE WISE WIFE"
With Phyllis Haver
PATHE NEWS and FABLES

B. F. Keith's HIPPODROME
MARIE PREVOST in
"THE GIRL IN THE PULLMAN"
PATHE NEWS and FABLES

LOEW'S STATE THEATRE
MACK SENNETT'S
"THE GIRL FROM EVERYWHERE"

B. F. Keith's PALACE
PATHE-FABLES
and **TOPICS OF THE DAY**

ROXY THEATRE
VERA REYNOLDS in **"THE MAIN EVENT"**
PATHE NEWS

Pathé

THE patrons who attend the big first-run theatres on Broadway, New York, demand the best, and Pathé answers that demand, AND HOW—with 8 smashing first-run attractions in one week—plus an amazing array of super-shorts, including Pathé News, Review, Comedies, Fables and Topics.

Here is a record that shatters all precedent—11 of the leading first-run houses showing Pathé Product simultaneously in one week,—an unparalleled tribute to the season's most sensational program.

Motion picture history is being made and the Pathé-DeMille Program for 1927-28 is writing its most significant page.

Pathé

Member of Motion Picture Producers and Distributors of America, Inc.
WILL H. HAYS, *President*

TIFFANY Presents

TIFFANY PRODUCTIONS INC
The Better Entertainment

The Epic Picture of 1928

"STREETS OF SHANGHAI"

One of the 20 GEMS from TIFFANY, 1927-28

"STREETS OF SHANGHAI" TIFFANY, 1928

WHAT PRICE GLORY
FOX, 1927

THE BIG PARADE
METRO, 1926

WATCH FOR THE
THIRD DIMENSION PICTURES
Tiffany controls them

WILL CREATE MOTION PICTURE HISTORY

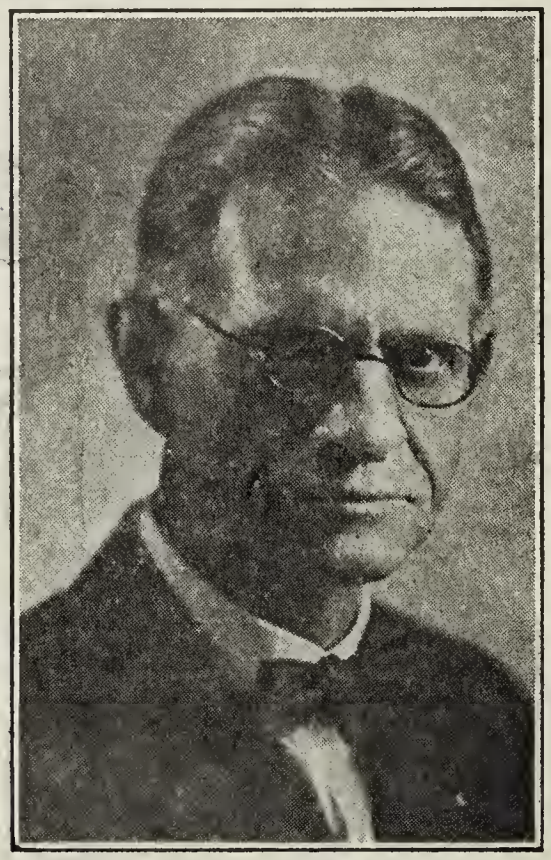
A powerful, palpitating slice of life carved from the mystery city of the Orient—a story tense in its delineation of that eerie and romantic background in which a beautiful lotus flower bloomed amid the vice and degradation in a city God forgot—the miracle of love routing lust.

24 TIFFANY COLOR CLASSICS
SHORT REEL GEMS

Distributed by **RENOWN PICTURES, Inc.**

H. F. LEFHOLTZ, Manager
1516 DAVENPORT ST. OMAHA, NEB.

WHO'S WHO
IN LOCAL FILM CIRCLES



CHARLES WILLIAMS

Charlie Williams, president of the M. P. T. O., is a familiar figure in the local movie industry, being popular with both the exhibitor and the exchange men. Besides fulfilling the duties of president of the M. P. T. O. he operates two theatres, sells films on the road, and manages a farm.

Charlie is a good hearted fair minded fellow and always looking out for the other man's interest. So fair is he in his decisions that he often gets the worst end of it, and no matter how one sided a question may appear he can always see both sides of it.

Mr. Williams' entrance into the film business was more or less of an adventure, for when he made the first step by buying the Park Theatre several years ago he little thought that he was getting his foot in where it was deep. Heretofore Charlie had been with the Nebraska Clothing Co., but the undenyable lure of the film business sooon captured him. Somtime later he bought the Victoria Theatre and a little later was elected President of the M. P. T. O.

A few weeks ago Mr. Williams was called to the Trade Conference Parley in New York, and the report of his interesting opinion of the benefits of the parley was published in last week's issue.

After the convention you will probably hear a lot more about this man. Get a good look at him and show your appreciation of his services by attending the convention and becoming better acquainted with him!

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING OCTOBER 29

RIALTO

Lost at the Front, (First National), George Sydney, Charlie Murray.

BUSINESS: Very good.

AUDIENCE REACTION: Very much amused.

SUMMARY: Hilarious comedy.

ENTERTAINMENT MERITS: 95 per cent.

WORLD

Annie Laurie, (M-G-M), Lillian Gish.

BUSINESS: Excellent.

AUDIENCE REACTION: Liked it.

SUMMARY: A charming historical romance.

ENTERTAINMENT MERITS: 90 per cent.

MOON

Hero on Horseback, (Universal), Hoot Gibson.

BUSINESS: Good.

AUDIENCE REACTION: Favorable.

SUMMARY: Good western.

ENTERTAINMENT MERITS: 85 per cent.

SUN

What Price Glory, (Fox), Delores del Rio, Victor McLaglen, Edmund Lowe.

BUSINESS: Tremendous.

AUDIENCE REACTION: Liked it very much.

SUMMARY: A very wonderful picture; box-office record breaker.

ENTERTAINMENT MERITS: 100 per cent.

ORPHEUM

The Wise Wife, (Pathe-De Mille), Phillis Haver, Tom Moore.

BUSINESS: Good.

AUDIENCE REACTION: Liked it.

SUMMARY: A domestic comedy; good program picture.

ENTERTAINMENT MERITS: 85 per cent.

RIVIERA

The Drop Kick, (First National), Richard Dix.

BUSINESS: Very good.

AUDIENCE REACTION: Favorable.

ENTERTAINMENT MERITS: 90 per cent.

AT DES MOINES THEATRES WEEK ENDING OCTOBER 29

STRAND

Barbed Wire, Pola Negri.

Distributed by Paramount.

BUSINESS: Good.

HIGHLIGHTS: Dramatic situations; the message of international good will.

AUDIENCE REACTION: Favorable.

THEME: War story of a French girl who fell in love with a German prisoner.

SUMMARY: A strong picture which took well.

ENTERTAINMENT MERITS: 90 per cent.

STRAND

Sally in Our Alley, Shirley Mason.

Distributed by Columbia.

BUSINESS: GOOD.

AUDIENCE REACTION: Very favorable.

HIGHLIGHTS: Sally's adoption; the wealthy aunt appears; Sally returns to the tenements.

THEME: Story of a girl of the tenements, adopted by a Jew, Irishman and Italian, claimed by a wealthy aunt, and returned to her home in the tenement.

SUMMARY: A very enjoyable picture which should do well anywhere. Cut prices at Strand also helped business.

ENTERTAINMENT MERITS: 90 per cent.

CAPITOL

A Gentleman of Paris, Adolph Menjou.

Distributed by Paramount.

BUSINESS: Fair.

AUDIENCE REACTION: Lukewarm. This star has very little drawing power in this locality.

HIGHLIGHTS: Acting of Menjou; comedy situations; the ending.

THEME: A debonair Frenchman is caught in an affair with his valet's wife, but manages to extricate himself.

SUMMARY: Good light entertainment.

ENTERTAINMENT MERITS: 80 per cent.

DES MOINES

Now We're in the Air, Beery-Hatton.

Distributed by Paramount.

BUSINESS: Good.

AUDIENCE REACTION: Roared with mirth.

HIGHLIGHTS: The "cow" scene; ludicrous situations.

THEME: The Hatton-Beery team use aviation for the background of this comedy.

SUMMARY: This picture is better than the two by these stars which preceeded. It took well but not as well as was expected from big exploitation given it.

ENTERTAINMENT MERITS: 85 per cent.

EXPLOITATION IDEAS AND HINTS

20,000 Heralds for "Big Parade" at Louisville, Ky.

Using 20,000 heralds and many other exploitation aids, Manager Jack Boswell of the National Theatre, Louisville, Ky., recently put on one of the most comprehensive campaigns ever used to promote Metro-Goldwyn-Mayer's "The Big Parade." An M-G-M exploiteer assisted in this promotion work.

The twenty thousand heralds were distributed over a mailing list which contained all the American Legion members' names, 2,500 hundred being used in this way, and the rest were inserted in the Sunday papers, distributed from house to house and given away in the smaller towns about Louisville.

In addition to this strong herald campaign a tie-up was arranged with the Navy, Army and Marine recruiting services, whereby they agreed to turn over all their one sheet boards for use with a special one sheet.

The accessories used to exploit the picture in Louisville consisted of the following quantities: Thirty 24-sheets, fifty 8-sheets, four 3-sheets, one hundred 1-sheets, 500 window cards, 40 inserts, 50 stills, 20,000 heralds, 3 trailers, 35 Navy, Army and Marine A boards.

There was also an elaborate lobby display.

Oil Stocks in Lobby for We're All Gamblers

Ross Wiegand, of the Rialto, Denver, decorated up his lobby with worthless gold oil stocks as an advance stunt for "We're All Gamblers." These were put in a frame and a caption beneath it read: "Have you any of these—We're all gamblers."

Wiegand also tied up with a jeweler who put a diamond ring in his window and promoted a guessing contest as to the value of the ring. A card announced that "We're all gamblers."

Hula Contest Used as Publicity for "Hula"

O. J. Lambiotte, of the Tivoli, Mishawauska, Ind., used several live ideas in promoting "Hula."

He promoted a hula dance contest among his patrons, giving prizes for the vest exhibition. Merchants gave away prizes also.

A clever little eye-catcher was an animated sign using an old electric fan. The blades were turned back with a picture of a Hula dancer in front of it and a light placed behind the fan. The effect was a Hula dance which attracted a great deal of attention.

Animal Rescue League Ties-up for "His Dog"

Exploitation and publicity of a high order put over "His Dog" to tremendous business recently at the Rialto Theatre, Louisville, Ky.

A tie-up was arranged with the Louisville Animal Rescue League and a truck load of stray dogs, shown in the accompanying photograph, was driven around the city to advertise the showing of the picture.

The League was so enthusiastic regarding the excellence of the picture and also its possibilities for promoting the love of animals, that it is to be recommended at the annual convention now being held in Indianapolis.

This publicity was originated by Fred Campbell, manager of the Keith Albee Theatres in Louisville, and the stunt was put over by J. R. Luntzel.

Spook Parade Ballyhoos "Cat and the Canary"

One of the most original stunts in connection with exploitation of "The Cat and the Canary" was pulled off by A. J. Sharick in Akron, Ohio, when he staged a spook parade.

All the boys in town were invited through the columns of the Akron Times-Press to present themselves at the Orpheum on Saturday morning at 10 o'clock in spooky costumes—any of the grotesque rigs they would wear at a Hallowe'en party. Each boy in costume would be admitted free to a special performance of Universal's thriller. The Buckeye Cycle Company offered prizes that any real boy would want for the best costumes.

The winners were so spooky that Mr. Sharick hired them to ballyhoo in front of the theatre. One had a skull for a face and crossbones painted on his tunic; another had an animal's head and long grotesque arms that reached almost to the street; the other two were swathed in sheets and wore hideous false faces.

There was no doubt about the fact that "The Cat and the Canary" was drawing record-breaking crowds at Manager A. T. Botzum's theatre during that week.

The ballyhoo used to exploit "His Dog" in Louisville, Ky. The theatre had the cooperation of the Animal Rescue League.

Newspaper Teasers Draw Good Business for "Cat"

A. B. Kraft, New Royal, Findlay, O., obtained considerable publicity on "The Cat and the Canary" when that picture played his house. Kraft used newspaper teasers and merchants tie-ups in putting the picture over.

The newspapers were spotted with a number of spooky teasers which showed a black cat above the title of the picture and such captions as these below: "Who was the Phantom Killer?" "Nightmares in a World Unknown," "Midnight! Then things happen in the The Cat and the Canary."

This was followed by a co-operative page. A prize contest, offering free tickets, was worked into the ads. In each ad a special question concerning the product of the merchant was asked and a picture of one of the stars was shown. The contestants were to answer the question, identify the stars, and tell in 50 words which star they liked the best and why. Each advertiser carried a window display of large pictures of the players as an aid to identifying them.

College Faculty Invited to See "The Poor Nut"

H. M. Korach, of the Rialto, Omaha, Neb., used Creighton University to advertise "The Poor Nut," First National's comedy with Jack Mulhall.

Korach invited the faculty of the school to a preview. The instructors liked the picture and allowed a herald to be pinned to the enrollment cards. Notices were tacked to the various bulletin boards on the campus.

The lobby and interior of the theatre were decorated with college pennants.

Winners of "Metropolis" Contest Get Air Ride

Ross Wiegand, of the Victory, Denver, got city-wide atention during the showing of "Metropolis." Through the newspapers he announced that the Aircraft Corp. would give free rides to the winners of a contest calling for an essay on "Denver in 2027." A requirement was that the writer must have seen the picture. The contestants were asked to use their imagination in visualizing life 100 years hence.

The stunt received wide appeal and the picture drew big business.

S. R. O.

Box Office Manager—Now, let me see, I can give you two for tonight, in the last row, standing, together.

The LOBBY
---Display Window of your Theatre

By JACK E. BAKER

"Just a Little Thought and Careful Study" will bring results to the box office. Keep this slogan in mind—apply it to your lobby and then watch results. Remember! your lobby is your "window" to display picture merchandise.

How can you arrange a display that is not too expensive—yet attractive? Very easily.

The next time you order your "paper," study the picture in every poster carefully; there is an idea in every one of them. Do you recall the days when you were a child and you delighted in taking a pair of old shears to cut out comic characters or scraps, to paste them in a book? Apply this "kindergarten" method to posters. Cut out the figures and the title of the picture. Then paste these cut-outs on the glass of your doors, arranging the letters in an unusual fashion; after this process: Take various colors or one color, if you wish, of show card paint. Then take an old cloth and dab the paint on the glass behind the window or door. You will be surprised at the effect, both at night and day. It will attract your patrons, as it will appear to be a painting on the glass. It is easily washed off when you are ready for your next feature advertisement. If you do not wish to use your door for this purpose, then buy an ordinary plain one-sheet card, paste your cut-out and title on it, and you will have an attractive one-sheet card for the small sum of 35c. This idea may be easily applied when the exhibitor has a difficulty in ordering or securing one-sheet cards.

The other day I had occasion to enter a theatre, which I had not visited for almost a year. I was dumb-founded; the display that attracted my eye was beyond description. Only a year ago this lobby was an eye-sore to the public. Amateur signs hung at all angles. Many lights were out and summing it all in one short sentence—"It was terrible." Fortunately for the theatre, the manager changed his residence. The new manager, full of pep and enthusiasm, transformed the lobby into a veritable palace, just by using cut-outs and displays from the paper he bought from the exchanges.

Today that theatre is doing a capacity business. People remark about the manager's display. These remarks spread to talking about the picture, and the result—"increased business."

After all, a little effort will surely help your business. Apply it to every issue and your public will always be glad to visit your theatre.

Music Store Ties-up for Exploitation of "Hula"

Roy Brown, manager of the Strand, Akron, O., used a simple stunt to good advantage in the exploitation of Clara Bow in "Hula."

Brown tied-up with a music store for a window display of ukeleles and guitars. Stills and window cards advertising the picture were distributed around the display. The window attracted considerable attention.

Papers Induce Children to See "Old Ironsides"

When "Old Ironsides" played in Louisville, Ky., the Courier-Journal and the Louisville Times announced that the papers would pay half the admission price of any child under 16 years of age who desired to see the picture. The tickets were good for matinees only and were given out daily on request.

Circus Lobby

The Gillioz Theatre, Springfield, Mo., rigged up its lobby to resemble a circus during the showing of "Painting the Town." The circus was used around the importance of peanuts in the picture.

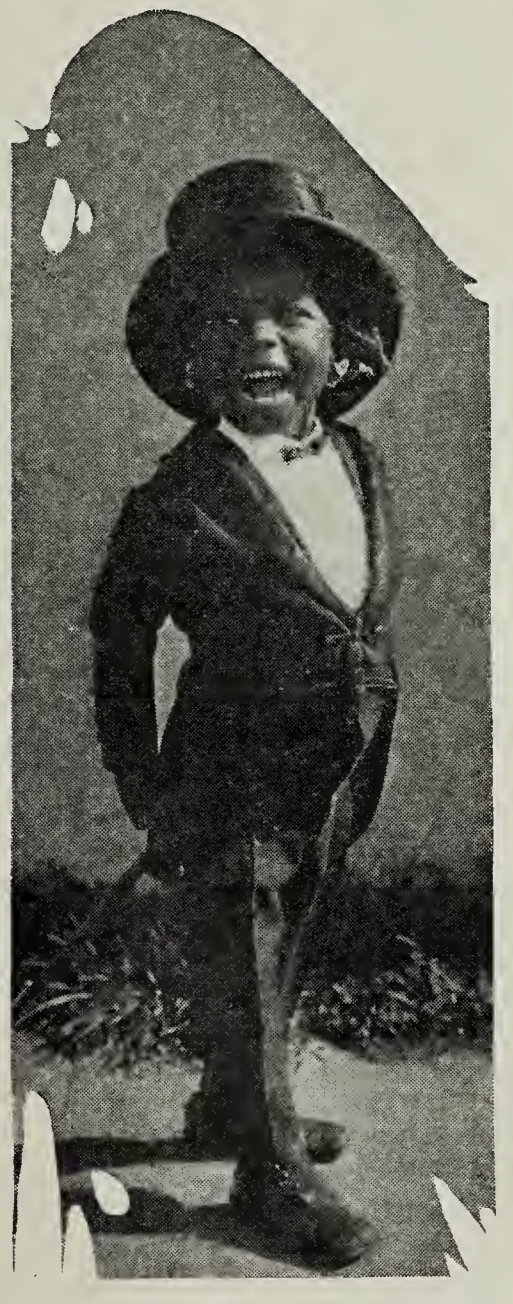
With muslin streamers the lobby was given the appearance of a side show, with all the trimmings, and an effective "Main Entrance" was arranged. A clown contest on the stage, competed by the kids, brought every kid in town to the show.

Help Yourself

by helping the other fellow

—Send Us Your Exploitation Stunts and Ideas Regularly.

PICTURE NEWS *Told in Pictures*



Hot dog! It is none other than Farina, the little dusky comedy star appearing in Hal Roach's Pathe Our Gang comedies.

Shirley Mason, Richard Arlen and Harry Crocker in a dramatic moment in "Sally in Our Alley," Columbia Pictures' special.

"Big Boy," star of the Juvenile Comedy series released through Educational Film Exchanges, Inc.

Bebe Daniels, Paramount star, in costume for her newest production, "She's a Sheik."

The PICTURE GUIDE

Little Tips on New Pictures

A Harp in Hock

Distributed by Pathe.
DIRECTOR: Renaud Hoffman.
STAR: Rudolph Schildkraut.
SUPPORT: Junior Coghlan, Bessie Love.
TYPE: Human-interest and comedy-drama.
TIME: The present.
LOCALE: Ghetto of New York.
LENGTH: 7 reels.

SYNOPSIS: Isaac Abrams, a pawnbroker, has but two friends he likes among all the nationalities in the Ghetto—Nora Banks, the daughter of his landlady, and Mrs. Shannon, who brought her savings to him to keep for her. One day Abrams breathlessly takes her little boy, Tommy, from Ellis Island to his mother, who is dying. Abrams hopes to get the little boy there before the end; but when they arrive at the tenement door, Abrams knows that Tommy had come too late. And so Abrams is left with the boy on his hands, and soon comes to love him as if he is his own son. In spite all Abrams does to keep Tommy from fighting with loafers, Tommy finds he can't as long as Snipe is in the neighborhood. Disaster comes when the boy is sent to the orphanage; Abrams is nearly killed by a mob for keeping an Irish boy; but finally the Jew is permitted to adopt Tommy as his son. From then on, Abrams and Tommy find peace and happiness among the neighborhood.

HIGHLIGHTS: The Ghetto scenes of New York, death of Mrs. Shannon, fights and riots in the neighborhood.

The Harvester

Distributed by F B O.
DIRECTOR: J. Leo Meehan.
STAR: Orville Caldwell.
SUPPORT: Natalie Kingston.
TYPE: Human-interest drama (taken from the novel of Gene Stratton-Porter).
TIME: Present.
LOCALE: Limberlost Cabin, Indiana.
LENGTH: 7 reels.

SYNOPSIS: The Harvester, Dave Langston, lives in a cabin with no other companion than his dog. In the woods one day he comes upon the girl of his dreams. They meet many times and David tells the girl of his love. They are married within an hour after she is saved by David from her uncle who tries to take some money away from her. Both return to David's new home, which he had already built for the girl he hoped to marry. David bows his head in bitter disappointment when Ruth shrinks from his first kiss, but assures her that some day she will be able to give him the kiss he wants. The girl is worried about a debt she has been trying to repay—a promise to marry Dr. Harmon, a young physician who had attended her mother when they had nothing with which to pay the fees. A detective hired by David discovers her grandparents wealthy, and wishing to have her come to them. And finally David gets the kiss he wanted—the kiss of love.

HIGHLIGHTS: The beauty of the Indiana woods; a family struggle; the kiss of love.

The Road to Romance

Distributed by Metro-Goldwyn.
DIRECTOR: John S. Robertson.
STAR: Ramon Navarro.
SUPPORT: Marceline Day.
TYPE: Story of piracy and romance.
TIME: About a hundred years ago.
LOCALE: Old Spain.
LENGTH: 8 reels.

SYNOPSIS: When Carlos died, Don Balthasar, rascally ruler of Rio Riego, plans to take for himself Serafina, Carlos' sister. Jose Armando, played by Ramon Navarro, hears of Serafina's plight, and comes to the rescue. During the funeral of Carlos, Jose gets word to Serafina, and the two escape and hide in a cave, where they are besieged by Don Balthasar and his henchmen, a gang of pirates. With many tricks and finally with open fighting, Jose keeps the villians away. In the nick of time soldiers and sailors arrive from Havana, and Jose and Serafina are saved from Balthasar who kills himself. The pirate gang is rounded up and happiness awaits Jose and Serafina.

HIGHLIGHTS: Jose and Serafina escape, they are besieged at the cave, help arrives.

Gun-Hand Garrison

Distributed by Rayart.
STAR: Tex Maynard.
SUPPORT: Ruby Blaine.
TYPE: Western-story romance.
TIME: The present.
LOCALE: Small western town.
LENGTH: 5 reels.

SYNOPSIS: "Gun-Hand" Garrison, a clean-cut young cowhand, rides through town, and soon comes upon "Daddy" Bates who is getting the worst of an argument with a group of men. The old man explains that this is the Lydecker ranch where he has been given permission to squat, but is being ousted by Lew Johnston. Garrison then rides up to the ranch house, and is mistaken as the surveyor by Brenda Lydecker, the owner of the ranch. They are joined by Jim, her brother, who tells Garrison he may stay there and work. Joshua Mayne, the big man of the town, is the real power behind Johnston. Mayne wants the ranch—Lew can have the girl. Mayne has been trying to get the ranch even before John Lydecker was killed. A few days later, Garrison joins a card game with a couple of Johnson's men who plan to frame him; he gets the drop on them all. In the meantime Mayne is killed, and Garrison, believing Jim to be the murderer, shields him. But the real murderer, who is Johnston, is finally revealed by his own men; and as "Gun-Hand" takes the girl of his heart into his arms, Brenda decides it is a lucky day for them all.

HIGHLIGHTS: Garrison accepting job from Brenda, the shots from ambush, the card game, the revealing of Johnston as murderer.

Devil's Island

Distributed by First Division.
DIRECTOR: Frank O'Connor.
STAR: Pauline Frederick.
SUPPORT: Richard Tucker.
TYPE: Strong, emotional drama.
TIME: The present.
LOCALE: Devil's Island, South America.
LENGTH: 7 reels.

SYNOPSIS: Jean Valyon, a former surgeon of the French army is sentenced to life imprisonment on "Devil's island." He wins a parole to Cayenne, the capital of French Guiana, where he is permitted to marry Jeanette Picto, whom he had left in France almost seven years before. Their happiness is complete on the birth of a son, Leon, to whose education in surgery and escape to France they dedicate their lives. After the death of his father, Leon continues his study with a friend of his father. A love affair arises between Leon and Rose Marie, another convict's daughter. Plans are made for escape; and a pardon is finally granted to them all after Leon performs a successful operation, and is asked to explain his wonderful knowledge of surgery to all of France.

HIGHLIGHTS: Scenes of prison life on Devil's Island, Leon's love affair, the wonder operation.

SHORT SUBJECTS

Spice of the Box Office

For Sale a Bungalow

Sennett-Pathe—Two Reels

Two realtors, Andy Clyde and Vernon Dent, who have a hard time making a living, try to sell a $3,500 bungalow. Eddie, the office boy, and Ruth Taylor, however, decide to assist them; and then the fun commences. Madeline Hurlock pays $20,000 for the property, only to find two years later that the place is completely saturated with oil, which makes Madeline and her boy friend, Eddie Quillan, and by that time little Eddie immensely rich.

Brunettes Prefer Gentlemen

Educational-Mermaid—Two Reels

Jerry is asked by an eloping couple, who are his good friends, to deliver the marriage license for them; but Jerry drinks too much intoxicating beverage, and is unable to reach the minister. A hurried call brings him to the steamer and he is compelled to sail with the happy couple. Fast comedy situations take place aboard the ship, and the star has some clever mannerisms that should make the audience laugh with great hilarity.

Buster What's Next

Universal—Two Reels

The mothers of Buster and Mary Jane go out shopping, and leave their children home to play. The stout daughter of Mrs. Brown's friend comes over to play with them; but Buster and Mary Jane try to make things miserable for her, and wreck the house in doing so. They do not succeed in baffling their playmate, for Buster suggests a boxing match, which results in ill-fate for Buster. He is saved only by the return of the parents, but receives more punishment by the stout girl's parents for acting so cruel to her.

He Tried to Please

Educational-Cameo—One Reel

A young married couple are making preparations for their first dinner for visiting friends. Much to their surprise, the cook walks out on them just as the action commences; and poor hubby and wife are burdened with more grief now. Neither knows anything about cooking, and their antics in preparing the meal for their guests are very funny. It's the way they go about it that gives the comedy many entertaining incidents that make this two-reeler one of great worth.

Smother O'Mine

Universal—One Reel

Puffy rushes to the rescue of a poor old lady who has been nagging a bystander to take a bite of her apple. The man has become so irritated that he strikes the woman. Puffy has him arrested and sympathizes with the sweet old lady who tells him she has no home. He takes her home where she amazes Puffy and his wife by complaining of the food and service.

She spend the evening telling her life history and then fills the wife's mind with suspicions concerning her husband. In the morning Puffy announces that he is staying at the office in the evening to transact some business. The poor old lady says, "What did I tell you?"

At this Puffy orders her out of the house but the wife threatens to leave with her. At last he succeeds in throwing her out. She fondles him on the street and urges him to take a bite of her apple. He gives her a swift kick. A kind hearted man knocks him out and has him arrested. As he is led away to jail Puffy feels free and happy once more. The kind hearted stranger takes the poor lady home with him.

New Wrinkles

Educational—Two Reels

Lloyd Hamilton, the star of this two-reeler, acting in his usual characteristic role as the simp with the peculiar walk, wears more than just a checkered cap in this comedy; he tries on everything in hats—from hats big enough for a hippo down to one too small for a worm. Later on, Lloyd lands a job in a beauty parlor. As he is in total ignorance of anything connected with the beauty-making profession, there arises a succession of gags, which follow each other so fast that there is no let-up in the hilarity. It's a great life, but it looks to Lloyd as though he should be moving to a safer place; and he goes while he is able without causing any more trouble.

Lindy's Cat

Pathe—One Reel

Terry's Fables present the ambitious cat who dares to fly across the ocean. Amid cheers he hops off into the clouds which threaten to turn his success into failure. At last he arrives across the pond where the entire animal kingdom declare him to be a great hero.

His Ticklish Predicament

Bray—Two Reels

Having graduated from a movie correspondence school Jack Cooper goes to Hollywood with all the confidence of a great actor. But he finds that gaining admittance to the studio is a difficult job and he is unsuccessful many times. At last he impersonates a dummy and is taken within the guarded walls. A company is about to depart for location at the sea shore, and the "dummy" is thrown into a truck and transported to the beach where he is deposited in a tent used as a dressing room for the bathing girls. He is thrown out, and at last wins the director's consent to give him a part. Jack is to be a blind man who walks off the edge of a cliff and he makes a graceful dive into oblivion.

Stop Snookums

Universal—Two Reels

Newlywed's friends come to the house and they start a poker game. The dog chases a mouse into the living room, dragging the bed along. They try to play with Snookums at the table. He mixes up the chips and cards. They give him lollypops to quiet him and he gets the chips so sticky that they are unable to get them apart and are forced to play for high stakes. When the game is at its height Mrs. Newlywed returns unexpectedly with her mother. The gang hides in a closet while Newlywed clears the place of cards and chips and goes to the door to let them in. Snookums goes to sleep on a rug in front of the closet where the men are hiding. They are compelled by Newlywed to stay in the closet as they might disturb the infant if they opened the door.

The Lateral Pass

Pathe—One Reel

Here is a Pathe Sportlight by Grantland Rice that will please football fans and is especially good for the football season. This reel shows "Chick" Meehan's methods of training the backfield players, executing the forward and lateral pass. It is easy to figure out the plays as most of the action is in slow motion and the backfield is dressed in white, thereby enabling the audience to trace the movements of each player.

WHAT'S THE RESULT

DID IT GO OVER ? OR DID IT FLOP

Tell Your Fellow Exhibitors
About It---Send in Your
Report Now

MAIL IN YOUR FILM REPORT TODAY FOR THE NEXT ISSUE

My opinion on pictures recently played here is as follows:

Title _____

Star _____ **Producer** _____

Remarks: _____

Title _____

Star _____ **Producer** _____

Remarks: _____

City _____

Theatre _____

Exhibitor _____

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

BOX-OFFICE REPORTS

COLUMBIA

The Better Way—Proved the best thing on the Friday and Saturday program. Better than the vaudeville.—Starland, Anderson, Ind.

Price of Honor—Many glowing reports on this picture from our patrons. Unusually good attraction.—Starland, Anderson, Ind.

The Blood Ship, Hobart Bosworth.—Production was enthusiastically received by the students at the high school night show. The picture proved very pleasing.—Starland, Anderson, Ind.

Price of Honor.—A better picture than the title suggests.—Merle Skinner, Liberty, Judith Gap. Mont.

The Blood Ship, Hobart Bosworth.—This is the first Columbia picture I have ever played and if the other 29 are one half as good as this one, Columbia does not need to worry this year about business.—B. C. Almond, Garden, Westerville, O.

FIRST NATIONAL

Rose of the Golden West, Mary Astor—This production is rated high in entertainment and box office value. Romantic story, beautiful settings, and good direction. — Empress, Oklahoma City, Okla.

Three's a Crowd, Harry Langdon.—The fellow who said it was three degrees worse than rotten was just too modest in his statement. My folks said he should be drowned.—W. H. Hardman, Royal, Frankfort, Kas.

For the Love of Mike, Ben Lyon.—A splendid picture. Will please all classes. Plenty of comedy.—Warren L. Uleber, Ellinwood, Ellinwood, Kas.

FOX

The Last Trail, Tom Mix—Great, went over big.—Herbert Senne, Senne, McFarland, Kas.

The Blue Eagle, George O'Brien—Fine sea story.—Herbert Senne, Senne, McFarland, Kas.

The Great K & A Train Robbery, Tom Mix—A go-getter. Played to a full house.—Herbert Senne, McFarland, Kas.

Hills of Peril, Buck Jones—A good western—Herbert Senne, McFarland, Kas.

What Price Glory, Dolores Del Rio.—The greatest war classic of all times. If you have not bought this one, rush down to your branch office and do so at once. Packed them in three days with admission at 50 cents for adults and 25 cents for children, and everyone was pleased. —B. C. Almond, Garden, Westerville, O.

METRO-GOLDWYN

The Flaming Forest, Antonio Moreno.—A good outdoor picture. Plenty of action. No special.—John Greve, Princess, Oak Creek, Colo.

Faust, Foreign Cast.—Pleased about 25 per cent. A poor picture for a coal mining town.—John Greve, Princess, Oak Creek, Colo.

Mockery, Lon Chaney.—Lon Chaney always is good. You can never go wrong when you book one of his pictures. Pleased all.—B. C. Almond, Garden, Westerville, O.

PARAMOUNT

Introduce Me, Douglas MacLean.—This comedy is fair although of the older type, but it will draw.—Merle Skinner, Liberty, Judith Gap, Mont.

It, Clara Bow.—A first class entertainment.—W. H. Hardman, Royal, Frankfort, Kas.

Shanghai Bound, Richard Dix.—This picture pleased the Dix fans, although it is not as good as "Man Power."—Warren Eleber, Ellinwood, Ellinwood, Kas.

So's Your Old Man, W. C. Fields.—This is a new kind of humor. It will appeal to some.—Merle Skinner, Liberty, Judith Gap, Mont.

You Never Know Women, Florence Vidor—Good picture but too much sameness.—Merle Skinner, Liberty, Judith Gap, Mont.

PATHE - DE MILLE

The Sky Raider, Capt. Nungesser.—A good drawing picture because it is an air story, but it has a poor plot.—Merle Skinner, Liberty, Judith Gap, Mont.

Her Man o' War—A very good picture. Has some comedy and good photography. No special—John Greve, Princess, Oak Creek, Colo.

Flame of the Yukon, Seena Owen.—A typical Klondike picture. Played to good two-day business.—John Greve, Oak Creek, Colo.

Sunny Side Up, Vera Reynolds—A good little program picture. Not big—John Greve, Oak Creek, Colo.

The Sea Wolf—A fair picture. It has a good deal of action but it's pretty rough.—John Greve, Oak Park, Colo.

RAYART

King of the Jungle, Serial.—This serial has increased my Monday and Tuesday business to exceed Friday and Saturday. A great money maker.—Lawrence Brueninger, Best, Topeka, Kas.

King of the Jungle, Elmo Lincoln.—Fourth episode of this serial gave me my biggest Friday in two years.—Walter Burkey, Admiral, Kansas City, Mo.

King of the Jungle, Elmo Lincoln.—Recommend this serial to all exhibitors. —Alex Meschon, New Palace, Kansas City, Mo.

The Dangerous Dude.—A good western which keeps the crowd well entertained.—Clyde Thomas, Waldo, Waldo, Kas.

UNIVERSAL

Yellow Back, Fred Humes—An ordinary western. Universal's westerns are weak. Go easy.—John Greve, Princess, Oak Creek, Colo.

The Old Soak, Jean Hersholt.—Very good. Teaches a good lesson and moral and shows that booze is a hard master. —John Greve, Princess, Oak Creek, Colo.

The Terror, Art Acord.—A real clean western. It will please. — Herbert Senne, Senne, McFarland, Kas.

Snookum's Tooth — A knockout — Herbert Senne, Senne, McFarland, Kas.

Rough and Ready, Jack Hoxie.—A very ordinary western, worth about $7.50 and one day run.—John Greve, Princess, Oak Creek, Colo.

STATE RIGHTS

Action Galore, Buddy Roosevelt.—A real western. One that will stand them up in their seats. More action than in a serial. Play it up. You can't go wrong.—S. M. White, American, Keytesville, Mo.

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Any exhibitor knowing the whereabouts of Chief Red Fox notify Moore Theater, Plainville, Kas., Collect.

FOR SALE CHEAP: Black Hills Amusement Co. stock. Will sell on easy terms. D. P. Roberts, Rapid City, South Dakota. C3t

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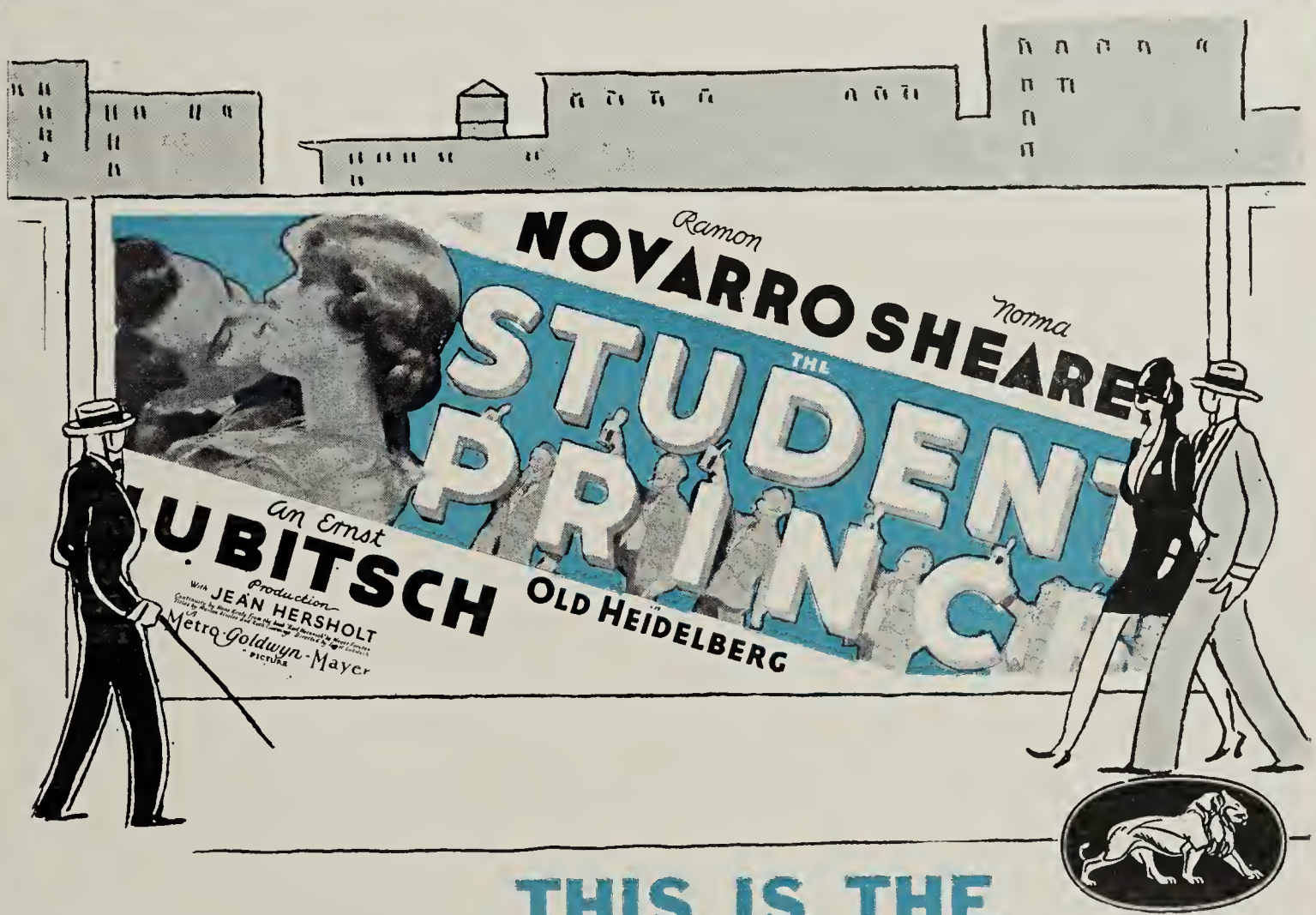
- "Heavy" copy
- Unusual copy
- Program copy
- Star copy
- "Jazzed" copy
- Comedy-Drama copy
- Society copy
- "Mother" copy
- Melodramatic, thrill and western copy
- Miscellaneous copy

MOVIE AGE

Volume V | OMAHA, NEBR., NOVEMBER 12, 1927 | Number 51



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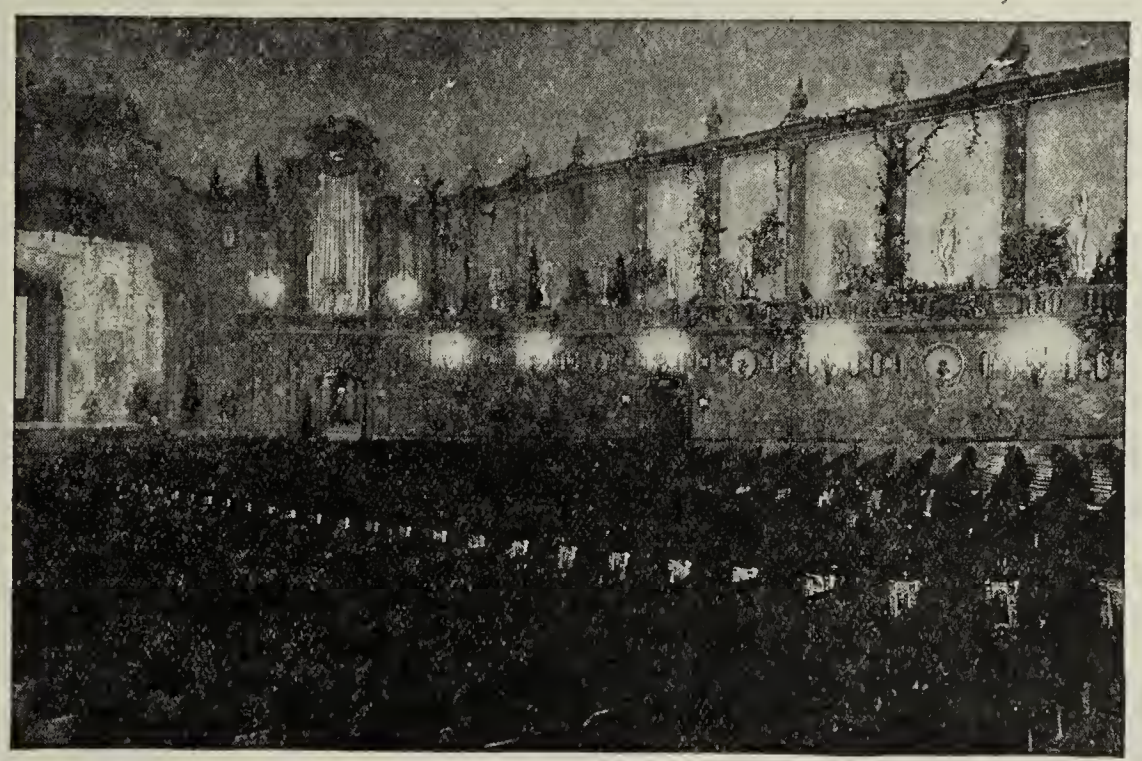

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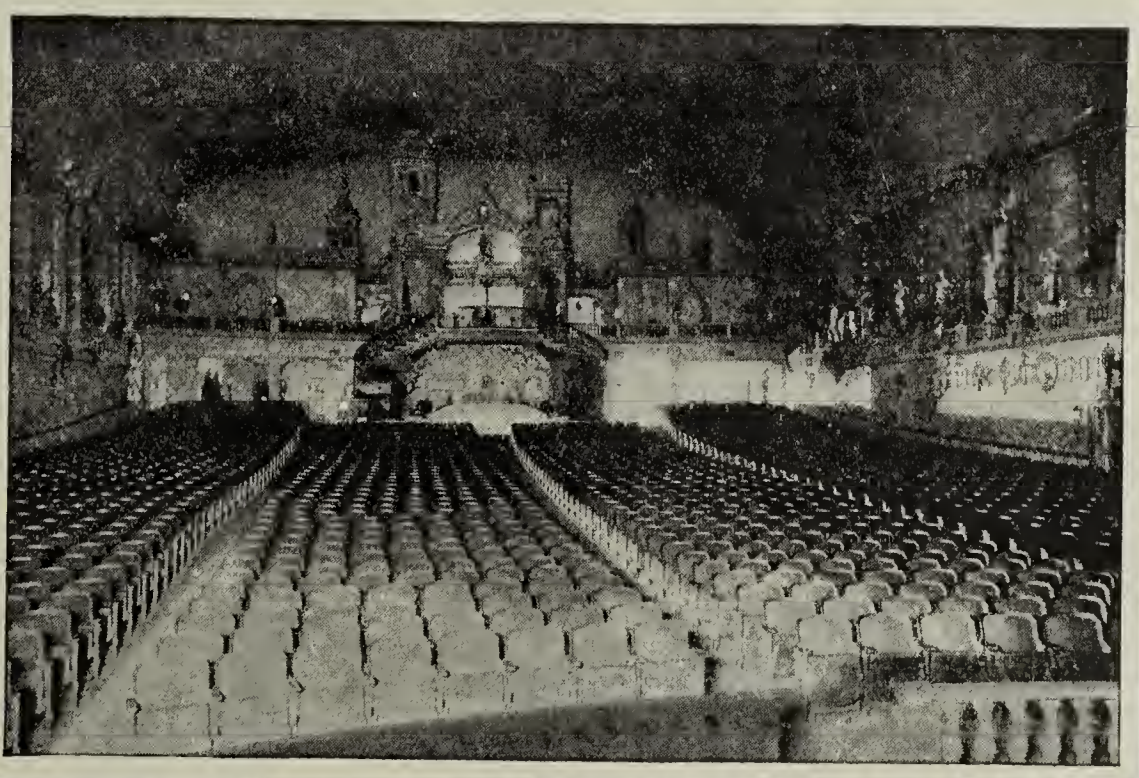
Detroit, Mich.

JOHN EBERSON, ARCHITECT



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FERRY FIELD, *Detroit, Michigan*
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MYRTLE, *Detroit, Michigan*
GRANDE, *Detroit, Michigan*
STATE, *Flint, Michigan*
BRAUMART, *Iron Mountain, Michigan*
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MAJESTIC, *Kalamazoo, Michigan*
STRAND, *Port Huron, Michigan*
M. P., *Redford, Michigan*
STRAND, *Sturgis, Michigan*
KEITH-ALBEE, *Detroit, Michigan*
STATE, *Kalamazoo, Michigan*
STATE, *Pontiac, Michigan*
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CASS, *Detroit, Michigan*
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RITZ, *Cleveland, Ohio*
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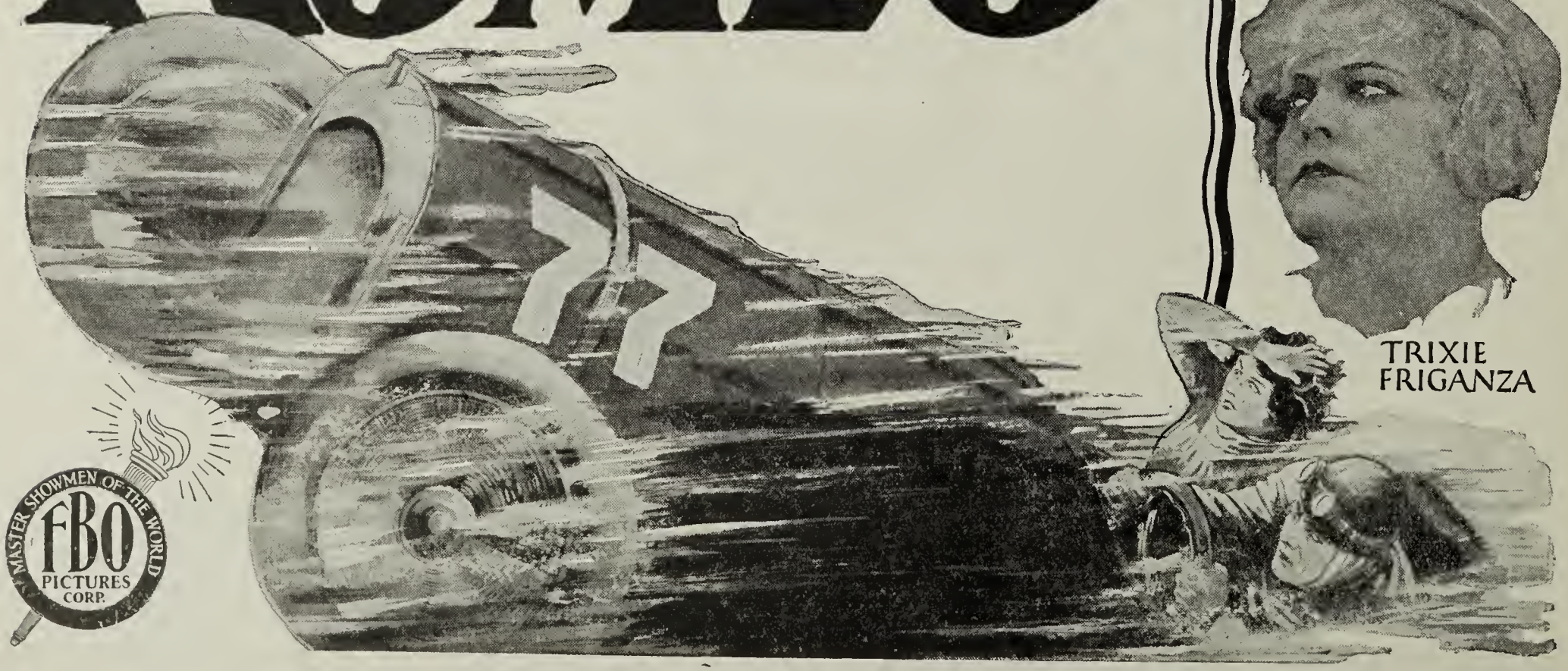

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EDITORIAL

"THE smallest theatres, it would seem, will disappear in favor of the theatres in natural trading centers, whatever their size. There will be fewer, but better, theatres." That is the editorial opinion of a worthy contemporary, given on an automobile expert's prediction that within the next four years practically the whole population of the United States will be on wheels and that ninety-six per cent of the population would be within ten miles of a hard-surfaced road.

This information is interesting and worthy of some consideration by every exhibitor. But it far from indicates to us that the small theatres are destined to the doom of completely passing out of the picture. The roads that lead to the trading centers run both ways.

Ten miles from a paved road means twenty miles of travel and then ten or twenty more miles to the trading center makes a pretty long trip. Folks won't be taking trips like that every day. They'll be at home six days a week and just a few blocks from their own picture show.

But let's assume that there will be a lot of travelling to the big cities—enough to really hurt the business of the small theatres. There will also be a lot of city people coming to the little towns on the same roads that take the country folks to the cities. The smaller theatres may disappear, but, it is our prediction, that their replacement by finer theatres will be on their very sites.

The problem of the great increase in automobiles and paved roads is a big problem for the small theatre owners to consider. It means their townspeople will be given a taste of the entertainment that is shown in the fine and large theatres of the bigger cities. It means that they will get a glimpse of beautiful buildings, beautiful surroundings, luxurous comfort, fine orchestra and organ music and all of the fine things that a metropolitan theatre affords its patrons. And they'll expect, at least, an approach of the same in their own home towns.

While good roads and the automobile are bringing more and more country people into the magnificient picture palaces of the larger cities, many have long been acquainted with what these places have to offer through the fan magazines, newspapers and radio. And the latter has done another thing—it has whetted the desire of the public for music.

The small town theatre is facing a big problem. And it cannot be indefinitely tabled and left to solve itself. That it will never do. And the exhibitor who will think that he has nothing to worry about for at least three or four years will find himself out of the picture business by that time, if not sooner. The solution rests in planning and working—now, not three years hence; planning on modernizing the small theatres; on rebuilding them so that they, at least fairly compare with the larger city houses—not gaudy palaces, but tasteful little structures, comfortable seats, cozy surroundings, good projection, good music and last, but not least, good picture programs—there is the answer.

Remember—the road runs both ways. Keep the home folks at home and merit the visitors' patronage by making your theatre attractive.

Biggest Schedule Under Way at M-G-M Studios

Eleven Companies Now Working On Pictures Or Ready To Start. Many Specials On Program Also

With eleven companies either shooting or preparing and ten pictures in the process of cutting and editing, the Metro-Goldwyn-Mayer studios are now launched full blast on the biggest winter production schedule in their history.

Six companies will start work within the next ten days on big feature productions on which the preparatory work is now nearly concluded. Five companies are now shooting on the Culver City stages. As an unusual feature of the production schedule, the only company on location away from Los Angeles is the "Rose Marie" unit, now working in the Yosemite Valley under Edmund Goulding's direction. The cast is headed by Joan Crawford. Among the pictures now in production are "The Patsy," Marion Davies newest starring production and "The Divine Woman" which is the first starring production of Greta Garbo.

"The Divine Woman" is an adaptattion of Gladys Unger's stage play, "Starlight" by Dorothy Farnum.

Ramon Novarro's new picture of life in a European monarchy, called "His Night" is entering upon the later stages of production. Harry Beaumont directs from an original play and scenario by A. P. Younger. The cast includes Renee Adoree, Roy D'Arcy, Alberta Vaughn, and Shirley O'Hara.

The hilarious stage farce "Baby Mine" which Robert Z. Leonard is making into an equally funny screen play is also nearing completion. This picture co-stars Karl Dane and George K. Arthur of "Rookies" fame.

"The Cossacks," John Gilbert's new starring film, went into production October 26, with Renee Adoree in the leading feminine role.

Lon Chaney's new picture, "The Big City," a daring story of gangster life in the New York underworld is one of the three films to go into production last week on the M-G-M lot.

Tim McCoy's next picture, "The Texas Ranger," a romance of the peace officers and bad men of the '80's is the other picture on which shooting was started last week.

Norma Shearer's new romance of a traveling saleswoman is also expected to go into production within a fortnight.

Edward Sedgwick's production, "The Big Top," co-starring Karl Dane and George K. Arthur, and Jack Conway's polo story which stars William Haines, are scheduled to get under way very soon.

Among the special productions now in the cutting and editing stages might be listed Clarence Brown's big special, "The Trail of '98" and King Vidor's "The Crowd." Ralph Forbes, Dolores del Rio, and Harry Carey are featured in the former, while Eleanor Boardman, James Murray and Bert Roach are the featured players of the latter.

Pallophotophone to Be Sold to Highest Bidder

Pallophotophone, synchronization device developed by the General Electric Co., and the Radio Corp. of America, will be sold to the highest bidders among production companies during the year, according to Maj. Gen. J. G. Harbord, retired.

In an address in New York on the radio situation, the general stated that pictures can be accurately cued through the device and be reproduced in any size theatre in any desired volume.

Some months ago, five of the biggest production firms formed a pool to investigate talking films, and carried on negotiations to acquire the Pallophotophone.

Tiffany-Stahl Purchases the Fine Arts Studios

Tiffany-Stahl Productions, Inc., announce that they have purchased the Fine Arts Studios situated at Sunset and Hollywood boulevards, Hollywood, and will be known hereafter as the Tiffany-Stahl Productions, Inc. Studios.

It is said that the purchase price involves the sum of $500,000. The company will take immediate possession of the studios and plans are being filed for extensive alterations in building additions, huge stages and other modern, up-to-date equipment. The alterations contemplated, when completed, will involve an additional expenditure of $250,000.

Mr. Callahan: Did you protest against showing the movie that represents the Irish as disorderly?

Mr. Murphy: Did we? We wrecked the place.

Wayne Pierson Head of New "U" Roadshow Dept.

Wayne Pierson has been appointed manager of Universal's newly-formed roadshow department. The first picture to be handled by this department will be "Uncle Tom's Cabin," which opens in New York at the Central Theatre, November 4.

"The Man Who Laughs," starring Conrad Veigt, "Show Boat" and "Broadway" are other pictures which Universal plans to roadshow during the next two years.

Pierson formerly was booking manager and assistant to J. J. McCarthy and more recently has been with the "What Price Glory" and "The King of Kings" roadshows.

Pathe to Produce Julien Josephson's "My Country"

Julien Josephson's original story, "My Country," to be filmed by the DeMille Studio for Pathe release, has been put into scenario form by Sonya Levien in collaboration with the author.

It is not definitely known, it was an nounced by William Sistrom, general manager of the DeMille organization, who will play the leading roles in "My Country," or who will direct this story of an immigrant's adoption of an alien land.

"On Your Toes" Is Title of New Denny Film

Universal announces that the releasing title of the new Reginald Denny production, just completed at Universal City, will be "On Your Toes." This picture formerly was known under the titles "Use Your Feet" and "Sporting Blood," and is said to be a distinct departure from the usual type of Denny pictures. A prize ring sequence is one of the highlights.

"Big Boy" a Busy Star

"Big Boy" is the busiest star at the Educational Studios just now, because the youngster did not get started on his new series of eight comedies, which he is scheduled to make this year, until September.

Two comedies have been completed thus far. They are "She's a Boy," a war comedy, and "Shamrock Alley," a laughmaker with the New York tenement district as a background, and a Jewish-Irish theme. The three-year-old star is now well along in production of his third starring comedy of the season.

Ten Features on Pathe's Program for November; 4 From De Mille Studio

Pathe announces ten features for release in November: four De Mille Studio productions, three Westerns, two heart dramas and a Monty Banks feature comedy. The DeMille features are: "The Forbidden Woman," starring Jetta Goudal," "Turkish Delight," featuring Rudolph Schildkraut, "The Main Event," starring Vera Reynolds, and "My Friend from India," featuring Franklin Pangborn. The Westerns are "Hoof Marks," starring Jack Donovan, "Gold from Weepah," starring Bill Cody, and "Roarin' Broncs," starring Buffalo Bill, Jr. The heart dramas are "His Foreign Wife," with Edna Murphy and Wallace MacDonald, and "Discord," co-featuring Lil Dagover and Gosta Ekman. Monty Banks' latest comedy is "Flying Luck."

November 6, "The Forbidden Woman" will be released. Jetta Goudal stars in this DeMille Studio production by Paul Stein. Miss Goudal plays Zita, a girl spy in the service of Morocco who enters a loveless marriage with a French colonel to obtain secrets. Later she falls in love with her husband's brother and thus develops a strikingly dramatic presentation of a brother love theme with a "logical" ending.

November 13, "Turkish Delight," "Hoof Marks and "Flying Luck" will be released.

"Turkish Delight" features Rudolph Schildkraut in a DeMille Studio production directed by Paul Sloane. Irvin Cobb wrote the story.

"Hoof Marks" is a Pathe Western starring Jack Donovan. The plot revolves around the remarkable disappearance of cattle without any trace of their hoof marks.

"Flying Luck" is a feature comedy starring Monty Banks. The story written by Charles Horan starts Monty off as a correspondence school aviator. He graduates as a master of tail spins and nose dives. Then he joins the army, enters an airplane polo game and surprises everybody.

November 20, "The Main Event," "Gold from Weepah" and "Discord" will be released.

"The Main Event" starring Vera Reynolds is a thrilling tale of two girls and two men who fight for fame and love in the atmosphere of the boxing arena.

"Gold from Weepah" is a Pathe Western, starring Bill Cody. The story is a rapid fire tale of romance and intrigue with rugged characters of the real west.

"Discord" is a Pathe feature made in Sweden co-featuring Lil Dagover and Gosta Ekman. It is a dramatic story of a woman's search for happiness, hampered by a scheming family.

November 27, "My Friend from India," "His Foreign Wife" and "Roarin' Broncs" will be released.

"My Friend from India" is a De Mille Studio production directed by E. Mason Hopper. Pangborn plays an adventurous youth who falls in love with a girl and doesn't even known her name or where she can be found.

"His Foreign Wife" is a Pathe feature directed by J. P. McCarthy. Edna Murphy and Wallace MacDonald essay the leading roles. The theme is an interesting treatment of the problem faced by an American doughboy who returns home from the army of occupation with a German wife.

"Roarin' Broncs" is a Pathe Western directed by Richard Thorpe and starring Buffalo Bill, jr. In his latest vehicle Bill, jr., starts out as an ex-cowboy in government revenue service.

Carroll Sax Becomes Gotham Production Mgr.

Carrol Sax has assumed the position of production manager for the Gotham west coast production units, since the recent resignation of Sam Bischoff who has resumed active charge of his own production affairs.

Mr. Sax is a brother of Sam Sax, president of the organization but in this instance the fraternal relationship has nothing to do with the business association. One of Mr. Sax's first moves was to divorce, as much as practical, the artistic from the business side of picture making, he rightly believing that two distinct types of temperament are essential to success in such a complicated business.

Harold Shumate devotes his talents entirely to such things as story construction, casting, editing, titling continuity and allied endeavors while Mr. Sax takes care of the construction of sets, transportation, contracts, legal matters and that branch of the business.

Pathe's "Discord" Listed in Photoplay Guide.

"Discord," the Pathe feature starring Lil Dagover, which will be released next month, has been selected for listing in the Photoplay Guide of popular entertainment in the November issue of the National Board of Review Magazine.

Pathe Review No. 44 has also been accorded honor listing in the same department.

Admission Tax Removal To Be Pushed by M. P. T. O. A.

Arrangements have been made by M. J. O'Toole, general secretary of the Motion Picture Theatre Owners of America to attend the meeting of the Ways and Means Committee of Congress to urge the removal of all admission taxes and other war levies on theatres.

A considerable portion of the original admission tax has already been removed through the combined efforts of the theatrical interests and the service rendered by the Motion Picture Theatre Owners of America in this relation is much appreciated by the exhibitors of the nation.

The disposition of Congress is to regard the motion picture theatre especially and all theatres in a general way as a community institution and with this principle once established in the official mind no special taxes will again be levied on theatres.

There is a difference of opinion in Washington on revenue reduction schedules. The administration proposal does not definitely include the removal of admission taxes. But Chairman Green of the Ways and Means Committee is said to favor it. Chairman Smoot, of the Senate Finance Committee, has always been favorably disposed toward the theatrical interests and is listed as being favorable to the removal of admission taxes.

Senator Simmons, the Democratic Senate leader, and Congressman Garner, leader of that party in the House, favors this proposal. Under all of the circumstances it would seem that the chances to repeal these taxes are very bright.

"U" Buys "Grease Paint" for Conrad Veidt

Universal announces the purchase of "Grease Paint," an original by Svend Gade, for use as a vehicle for Conrad Veidt, the Continental star now making "The Man Who Laughs" at Universal City. It is a strong drama built around a traveling theatrical company.

The picture will go into production sometime this winter, after Veidt has completed his present role as lead in "The Man Who Laughs," which Paul Leni is directing for Universal.

SOURCE OF EMOTION

Maid: I'm afraid these new shoes are much too small for madam.

Movie Star: That's why I got them I have to register a lot of anguish in the film today.—From the Boston Transcript.

KINOGR

In the Great

Arthur James in Motion Pictures Today *presents each week a comparative appraisal of all the current news reels. After reviewing ten issues of all news reels Mr. James now gives, in* Motion Pictures Today *for November 5, the following résumé:*

THE SCORE

"The formal appraisal from a newspaper point of view of the news reels, issue by issue, was begun in the October first number of Motion Pictures Today. The following table shows the ten releases beginning with

	ISSUE OF WED. SEPT. 28	ISSUE OF SAT. OCT. 1	ISSUE OF WED. OCT. 5	ISSUE OF SAT. OCT. 8	ISSUE OF WED. OCT. 12
1st PLACE	KINOGRAMS	Pathé	Pathé	Fox	KINOGRAMS
2nd PLACE	Pathé	0	KINOGRAMS	KINOGRAMS	Fox
3rd PLACE	Fox	0	0	Pathé	Pathé

In Motion Pictures Today for October 22 Mr. James says:

"Kinograms has it over the others like a tent for *intelligence* and enterprise."

Again in the issue of October 29 he says:

"Kinograms first for *intelligence* of handling the human interest material."

Educational Pictures

"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, INC.

Member, Motion Picture Producers and Distributors of America, Inc. Will H. Hays, President

OMAHA, NEBR., 1508 Davenport, Leo Blank, Mgr.

AMS FIRST

News Reel Race

and including the issue of September 28th. First, second and third are given in the order of the appraisals week by week and whenever a cypher appears it is understood that the appraiser bunched the non winning reels as being on a par for either a second or third choice.

"This box score is provided to give exhibitors an idea of the standing over a period of weeks and may be of value because of the keen competition among the six news reels. Those appraised were: Kinograms, Pathé, Fox, M-G-M, International and Paramount."

ISSUE OF SAT. OCT. 15	ISSUE OF WED. OCT. 19	ISSUE OF SAT. OCT. 22	ISSUE OF WED. OCT. 26	ISSUE OF SAT. OCT. 29
Pathé	**KINOGRAMS**	KINOGRAMS* Pathé	**KINOGRAMS**	**KINOGRAMS**
Paramount	Pathé	Paramount	Pathé	Pathé
International	0	Fox	Paramount	0

*From Motion Pictures Today, October 29: "With an edge to Kinograms on the *intelligent* handling of the titles and cutting."

If it's *intelligence*, enterprise and quality you're after

SHOW

KINOGRAMS

DES MOINES, IOWA, 1005 High Street, J. Winn, Mgr.

N-E-W-S B-R-I-E-F-S

Music accompaniment for home movies was experimented at the Eastman laboratories in Rochester, N. Y., recently. The machine is similar to an electric phonograph with a double turntable. Eastman is not planning to follow up the machine commercially at present.

* * *

Charlie Chaplin's next comedy "The Circus" was completed in 18 reels. It will be cut down to 8 reels for public showing.

* * *

Elsie Janis will do the scenario for "O, Kay" which First National purchased recently. The picture was bought as a starring vehicle for Colleen Moore.

* * *

Carl Laemmle, Jr., has become production head for Universal on the West Coast. He will continue in this capacity for several months.

* * *

Jackie Coogan will retire from the screen for at least two years, according to a report. He will continue at the Urban Military Academy until spring when he will go to Europe. Upon his return he will go to Loyola University, making one picture each summer until his education is completed.

* * *

Metro-Goldwyn-Mayer has purchased "Tide of Empire," a serial by Peter B. Kyne, which has been running in the Cosmopolitan magazine.

* * *

There is one picture theatre to each 63,000 inhabitants in Poland. In all there are 428 theatres with a seating capacity of 103,572. This is below the figures of Poland's neighbors.

* * *

Universal has borrowed Ben Lyon from First National for the male lead in "Honeymoon Flats," in which Marion Nixon will have the leading feminine role.

* * *

Rayart announces the completion of the cast for "Casey Jones." The cast includes Ralph Lewis, Kate Price, Al St. John, and Jason Robards.

* * *

The first British-made picture produced by First National, is expected on this side of the water soon. The title is "Confetti."

Jimmy Grainger, Fox's general sales manager, is on a tour of the exchanges. He will make most of the branches between New York and Los Angeles.

* * *

Fred W. Murnau, Fox director, has completed his short tour with Ringling Brothers circus, and has returned to Hollywood to make "The Four Devils," a circus story. Murnau was getting "atmosphere" with the circus.

* * *

Jack Holt has been signed to make two more pictures for Columbia. He recently completed "The Tigress" for that company.

* * *

It is reported that Monty Banks has two offers from European producing companies. One is in England and another in Germany, with two pictures called for under the proposed arrangement in each instance.

* * *

"The College Hero," Columbia's comedy-drama of college life, will have its New York premiere during the week of November 21 at the Hippodrome. The cast includes Robert Agnew, Pauline Garon, Rex Lease, and Ben Turpin.

* * *

Howard Dietz, advertising manager for M-G-M, gave Broadway a big thrill last week when he demonstrated a magic lantern on top of the Capitol. The magic lantern was of 4,000,000 candlepower, projecting letters 150 feet high on the sides of the skyscrapers. The words were "Go to the Capitol."

* * *

Lew Cody has not renewed his contract with Metro and it is said that he will produce his own pictures for the independent market. Cody is now in vaudeville.

* * *

Fred Thomson will use two directors in the production of his next picture for Paramount. One director will handle the outdoor scenes which call for action, and the other will direct the emotional and interior scenes.

* * *

With the completion of "Ladies Night in a Turkish Bath," the firm of Asher, Small, and Rogers will disband as its contract with First National terminates. The combination has produced many successes.

Irving Thalberg and Norma Shearer will not take a honeymoon until the latter part of this month when the pair will leave for Europe. Immediately after their marriage they returned to the studios to complete pictures on which they were working.

* * *

It is reported that Fox will make "Don't Marry" with Movietone accompaniment. "The Dollar Princess" is being considered for Movietone, also.

* * *

Added sequences necessary for the completion of "Beau Sabreur" will hold the release date of the picture until the early part of next year. The picture is a sequel to "Beau Geste."

* * *

The film colony has raised a fund for the widow and children of Hughie Mack who died a few weeks ago. A benefit show is planned in addition to the donation.

* * *

Billy West, former independent producer and comedian, has been made a director of two reel comedies by Fox.

* * *

The world premiere of Marion Davies in "Quality Street," an adaptation of Sir James Barrie's famous play of provincial England, took place Tuesday night at the Embassy Theatre. The new Davies picture, production of which was recently completed at the Metro-Goldwyn-Mayer studios, will succeed Rex Ingram's presentation of "The Garden of Allah," at the intimate cinema playhouse at Broadway and 46th street.

* * *

Women's Wares," a new Tiffany-Stahl production featuring Evelyn Brent and Bert Lytell under the direction of Arthur Gregor, will be shown at the Hippodrome Theatre, New York City, beginning November 14.

* * *

Columbia Pictures announces that it has renewed its option on Shirley Mason's long term contract, and will present the petite star in two more of its "Perfect Thirty" productions. Miss Mason made her debut on the Columbia program in "Sweet Rosie O'Grady," a record breaker of the past season and followed this production with "The Wreck" and "Rich Men's Sons." Her first appearance this year has been in "Sally in Our Alley."

Strikes and Spares

Hats off to Phil Monsky, the gentleman from Calcutta. That's another story though and right now we're concerned with his ability as a bowler. Last Monday they all had to take a back seat to Phil as he was away out in front with his game of 231.

o o o

Bob Gorham of the United Artists Team had high series with 543. Nice work Bob. Other games over 200 were rolled by Barker, Bierman, and the old reliable Al Danke. Al was more or less handicapped just before the game he broke his—maybe though if you're interested you had better find out direct from Al what it was that went wrong. Surely though he could have done better than his mere 210 had this not occurred.

o o o

Don Cross the mainstay of last year's United Artists—First National Team was out for the first time this year. Don didn't do so well but with a little practice he is sure to make it interesting for Comer, Gorham and Hensler who are now heading the top of the average column.

o o o

Mr. Faulds, newly appointed manager of the National Theatre Supply Company, bowled for the first time in the Film League. R. G. started out with 116 but topped the evening off with 177—good thing for the rest of the fellows that three games make a series because he was laying them in after he found the alleys.

o o o

Childs of the Universal team was low with his first game of 75. There were two games under a 100 but Childs didn't have both of them. The other was shot by a blond haired fellow who hails from the other side of 16th street—know who I mean? His name begins with "F." Don't want to print it out in full as he is really showing fine improvement in his game.

o o o

Speaking of figures reminds me of the girls' league. You can take that statement either way you like, but, have noticed the scores they are shooting. Say several of them had higher totals than the fellows. Eva Casper was high with 166 and Mrs. Nightingale, Miss Anderson, Miss Blesh and Miss Gillen all had scores over the hundred mark.

o o o

Incidentaly last year about this time the league gave away a number of ducks and chickens. Why not try it again? Either on the same or a similar basis—what say?

Columbia Pictures Opens New Exchange in Omaha

Joe White, Formerly With Warner Bros. and F B O Is Manager of New Branch Office Covering Iowa and Nebr.

Columbia Pictures, through Jack Cohn, treasurer, announces that the company has completed arrangements for the opening of a new exchange in Omaha, which will take over the business formerly handled by Midwest Film Distributing Corporation, the Columbia franchise holders in this territory.

The new office will be known as the Columbia Pictures Corporation and will be under the management of Joe White, who was formerly connected with Warner and F B O, and is considered one of the best known and most capable men in the territory.

The deal was engineered by Jack Cohn and necessitated that a special trip be taken by Claude H. Macgowan, assistant treasurer and sales manager of the company, for the signing of the contracts. The new exchange gives Columbia an advantageous position in Iowa and Nebraska.

In commenting on the deal, Mr. Cohn said: "The new acquisition is in keeping with Columbia's nationalization plan which was started about a year ago. The past twelve months have seen Columbia acquire responsible offices in all the important key cities, the latest additions being the five exchanges on the West Coast."

EXHIBITORS, ATTENTION!

A considerable number of complaints have recently come to our office relative to exhibitors making delayed shipments either to the exchange or forwarding the print to an exhibitor as directed by the exchange.

We believe it would be advisable for all exhibitors to acquaint themselves with the clause in the standard exhibition contract governing this situation. If you will study this clause you will observe you are responsible for these delayed shipments and subject to a penalty by the arbitration board.

Inasmuch as these seem to be becoming more frequent, it will be necessary for the Board to take what may seem drastic action. As a consequence, I would suggest that you give immediate attention to shipping instructions.

C. E. WILLIAMS.

Leon Mendellson was so confident that his team would win that he left them short handed to watch Morrie Schlaffer stage a come-back. The result was that Leon didn't get a run for his money up at the fight, while the team put up a great battle and took three in a row, for the first time this year, at the expense of the Universal gang.

FILM LEAGUE STANDING
as of November 17, 1927

F B O Warner	W	L	Av.	Total Pins
Liberty	12	6	666	13279
M-G-M	11	7	611	13396
Paramount	10	8	555	12133
First National-United Artists	9	8	500	12893
Pathe	8	10	444	12488
Uni-Blizzard	3	14	166	12009

INDIVIDUAL AVERAGES

Comer	187	McBride	144
Gorham	183	Fangman	142
Hensler	182	Connors	142
Weitz	170	Strickland	135
Brimmer	163	Van Dollan	132
P. Monsky	161	Trent	130
Barker	156	Branson	128
Danke	155	Mitchel	125
Morrison	153	Malm	126
Doherty	153	Malchaw	124
Howell	153	Funk	123
McLucas	151	McCool	120
Triedel	150	Nedley	119
M. Monsky	149	Fisher	114
Mendelson	147	Wilson	108
Harms	146	Diamond	106

LADIES FILM LEAGUE

	P	W	L	Total Pins	Pct.
Fox	6	6	0	2307	1000
F B O	6	5	1	2007	833
Metro-Goldwyn-Mayer	6	1	5	892	167
Warner - Uni'	6	0	6	878	000

INDIVIDUAL AVERAGES

Casper	117	Palmer	83
Nightingale	104	Frankson	80
Gillen	101	Thortson	75
Blesh	95	Wood	75
Anderson	91	Trent	73
Phillips	88	Perrine	53
Moleseed	86	Green	52
Gilchrist	84	Miller	52

Opportunity—

See The Clearing House

Page 26

Moving Along Movie Row

Mrs. Knigge of the Universal staff was called to Guide Rock, Nebr., where her mother-in-law is seriously ill.

* * *

Carl Helgren, who left Pathe about six years ago has returned to resume his place as salesman. He will cover the northern Nebraska territory.

* * *

A. Mendenhall, Paramount branch manager here, has returned from a trip to Chicago where he attended a sales convention of Paramount branch and district managers.

* * *

W. E. Truog, district manager of Universal was in Omaha last week.

* * *

G. E. McKeen, district manager of Fox is in Omaha for an indefinite stay.

* * *

Emiel Grosse, of the Gem Theatre, Beemer, Nebr., W. E. Dyer, of the Gretna Theatre, Gretna, Nebr., and J. Douglas and daughter of the Amuzu at Hooper, Nebr., were visitors along Film Row this week.

* * *

Harry Goldstein of the Strand at Sioux City, Ia., was in Omaha last week visiting the exchanges.

* * *

It may be entirely new to some of the film people that Harry Lefholtz, manager of Renown Pictures, has three talented daughters who have proved themselves very entertaining with their singing. The three sisters appeared at the Ad-Sell Tea room last Saturday and were a big hit.

* * *

Harold Smith of the Dreamland Theatre at Carson, Ia., visited the exchanges Saturday, November 5.

* * *

Earl Bell who has been vice-president of the Film Board of Trade will now be the president following the resignation of Jim Abrose who has been transferred to Chicago.

* * *

Miss Dela J. Gilbert of the Princess Theatre at Stuart, Ia., was married recently to Joseph H. Johnston, also of Stuart.

* * *

Miss Lillian Rosenblat is the new biller at Warner Bros. She is entirely new in the business.

Jim Abrose to Chicago; McLucas Is Now U. A. Omaha Branch Mgr.

Jim Abrose who has been with the United Artists for the past few years was transferred last week to Chicago where he will have supervision over the circuit and key city sales in the territories of Omaha, Chicago, Minneapolis, and Milwaukee. Mr. McLucas, formerly assistant manager, will succeed him as office manager.

"Blood Ship" Opens New Forrest Theatre, Hastings

"The Blood Ship" was the feature picture at the recent opening of the new Forrest Theatre at Hastings, Nebr. The Forrest has a seating capacity of 1200. One of its features is its organ which was installed at a cost of $1,000.

This adds another name to the list of the numerous theatres which Columbia's sea drama has opened.

Ike Ruben Transferred to Paramount Chicago Office

Ike Ruben who has been with Paramount for the past three years, left last week for Chicago where he will be manager of the Ad-Sales department of the Chicago exchange. Ike is one of the most popular salesmen in the territory, and a well liked fellow because he is a square shooter. Altho we hate to loose him we are glad that he has been chosen for the promotion. Ike is a good business man and we feel that he will fill the new office with great efficiency.

We extend a most cordial invitation to all Exhibitors and members of M. P. T. O. of Nebr. and Iowa to make our store their headquarters during the convention November 14 - 15

Quality Theatre Supply Co.

1605 Davenport **At. 7253**

WHO'S WHO IN LOCAL FILM CIRCLES

D. V. McLUCAS

"Mac" McLucas, the new office manager of United Artists, has proven himself a very capable individual. It was in the last week that he attained his new title when Jim Abrose, former manager, was transferred to Chicago. McLucas is a young conscientious fellow and we expect great things of him. Altho a certain seriousness characterizes his regular manner he often displays a very winning smile and is not half as solemn as one might judge by looking at him.

McLucas has been in the film business 11 years starting in 1916 as night booker for Universal at Des Moines. After two years there, he came to Omaha to be manager of Enterprise which he remained for almost three years. While with Enterprise "Mac" sponsored the road-showing of "I Am the Law," taking with it on the road an actor and actress who appeared in the picture. Any one who remembers it will remember also that it made a big hit out in the territory.

The following year he sold pictures for Paramount. At the end of that time he came to United Artists as assistant manager, and eventually manager.

Mac is a rotten golfer and admits it, a good bowler and getting better. He also pitches horseshoes. Outside of that he is a fine fellow.

CURRENT RELEASES

Week of November 13, 1927

EDUCATIONAL

Models in Mud, Hodge Podge, (1).
Uncle Tom's Crabbin,' Felix, (1).
Scared Silly, Johnny Arthur, (2).

F B O

Hook and Ladder, No. 9, (7).
Fleshy Devils, Fat Men, (2).
Newslaffs, No. 6, (1).

FIRST NATIONAL

The Gorilla, Charlie Murray, (7).

FOX

The Moose Country, Variety, (1).

METRO - GOLDWYN

Becky, Sally O'Neil, (7).
Love 'Em and Feed 'Em, Max Davidson, (2).

PATHE

The Masked Menace, No. 2, (2).
Saved by a Keyhole, Aesop Fables, (1).
King Harold, Taylor Holmes, (2).
Smith's Cousin, Ray McKee, (2).
Alien Antics, Grantland Rice, (1).
Turkish Delight, Rudolph Schildkraut, (7).
Flying Luck, Monty Banks, (5).

PARAMOUNT

Easy Curves, Billy Dooley, (2).
Ko Ko's Klocks, Inkwell, (1).

UNIVERSAL

The 13th Juror, Francis X. Bushman, (6).
The Ocean Hop, Oswald, (1).
Buster What Next, Buster Brown, (2).
Blind Man's Bluff, Jack Perrin, (2).

WARNER BROTHERS

Good Time Charlie, Warner Oland, (7).

Des Moines Finishes Near Top in F. N. Contest

Des Moines finished toward the head of the list in the national drive being made by First National in the McGuirk sales contest. Cleveland, Des Moines and Albany were the three exchanges with the highest rating while Des Moines stood at the head of the list for the contest in the Western district. This district is second in the national race.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING NOVEMBER 5

SUN

Mockery, (M-G-M), Lon Chaney.

BUSINESS: Very good.

AUDIENCE REACTION: Very well pleased.

SUMMARY: A fantastic picture of strange details and hidden secrets of the Russian revolution.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: Our Gang comedy.

WORLD

The Bugle Call, (M-G-M), Jackie Coogan.

BUSINESS: Good.

AUDIENCE REACTION: Favorable.

SUMMARY: Jackie Coogan enacts a bugle boy in a cavalry post. In the days of the Indian wars, his bugle routs an Iindian horde in the thrilling tale which is based on history. Drew the kids.

ENTERTAINMENT MERITS: 90 per cent.

SHORT SUBJECTS: Gump Comedy, "Circus Days"; 2-reel western.

MOON

Black Diamond Express, (Warner Bros.), Monte Blue.

BUSINESS: Very good.

AUDIENCE REACTION: Liked it very much.

SUMMARY: A story of an engineer and a society girl whose car crashes into his engine and his life. Introduced in this unusual manner their lives cross again and again in a series of adventures.

ENTERTAINMENT MERITS: 85 per cent.

STRAND

Three's a Crowd, (First National), Harry Langdon.

BUSINESS: Good.

AUDIENCE REACTION: Very good.

SUMMARY: This comedy took very well. Every audience seemed just in the mood for it.

ENTERTAINMENT MERITS: 95 per cent.

CAPITOL

The Fair Co-ed, (M-G-M), Marion Davies.

BUSINESS: Good.

AUDIENCE REACTION: Very favorable.

SUMMARY: Excellent box-office attraction.

ENTERTAINMENT MERITS: 95 per cent.

SHORT SUBJECTS: Fox comedy, Universal serial.

RIALTO

The Blood Ship, (Columbia), Richard Arlen, Jacqueline Logan.

BUSINESS: Very good.

AUDIENCE REACTION: Liked it.

SUMMARY: A thrilling sea drama of life aboard a clipper ship such as plied the seas more than a hundred years ago. Good attraction.

ENTERTAINMENT MERITS: 90 per cent.

ORPHEUM

Girl in the Pullman, (Pathe), Marie Prevost, Harrison Ford.

BUSINESS: Very good.

AUDIENCE REACTION: Liked it.

SUMMARY: Bound for nowhere in particular, Miss Prevost enacts her entire role while on the rails. A farcical offering that presents the complications of railroad travel intermixed with a humorous plot.

ENTERTAINMENT MERITS: 85 per cent.

RIVIERA

Rose of the Golden West, (First National), Gilbert Roland, Mary Astor.

BUSINESS: Very good.

AUDIENCE REACTION: Favorable.

SUMMARY: A colorful romance of the Spanish dons during the most romantic era in history when Spain ruled California. An excellent box-office attraction.

ENTERTAINMENT MERITS: 90 per cent.

AT DES MOINES THEATRES WEEK ENDING NOVEMBER 5

DES MOINES

My Best Girl, (United Artists), Mary Pickford.

BUSINESS: Fair.

AUDIENCE REACTION: Old ladies and children were the chief patrons.

SUMMARY: This feature would have been a decided flop if teachers convention had not given business help.

ENTERTAINMENT MERITS: 75 per cent.

Few Theatre Changes Indicate Better Business

Changes of ownership of Iowa theatres seemed to have come to a standstill in the last month. For a time theatres were changing hands quite rapidly but there has been nothing moving in this market recently. There has been some comment that this was a favorable sign as even the theatres which seem to be the trade bugaboos—the houses which change hands every few weeks—have been going along under the same management, and apparently making good money. Conditions in Iowa are judged to be slowly improving in general with most optimistic reports on the expectations for the coming season.

West Coast Houses to Present Vaudeville

The West Coast Theatres Company has equipped the theatres at Cedar Rapids and Clinton with spotlights. It is the intention to try out vaudeville at these houses in conjunction with motion pictures. These houses which were recently taken over by the West Coast Theatres Company were originally houses of the Alexander Frank chain.

Earl Meyers Injured

Earl Meyers, salesman for Educational, suffered an accident when he entered a darkened theatre with the exhibitor at Corning one morning last week. Mr. Meyers fell through a trap door and broke his ankle. He is now cheerfully hobbling about on crutches. The theatre at Corning is the American.

Hedrick Theatre Sold

The theatre at Hedrick, Iowa, which has been under the management of W. M. Jinks, changed hands last week. O. J. Lapp who used to be the exhibitor at Early, Iowa, has bought the Hedrick Theatre. Mr. Lapp took posession on November 1.

BRIGHT BITS *and* NEWSY NOTES

Miss Lucy Hayes, stenographer at the office of Famous Players, suffered a loss last week with the death of her father, one of the old residents of Des Moines.

* * *

First National has a new poster clerk named Harry Lombard. He came from the office of A. H. Blank. He follows Leo Wiedertz who resigned from his position with First National.

* * *

E. W. Ballentyne from the home office of F B O was in Des Moines last week and left here for St. Louis.

* * *

Clarence Lacey of Anita, Iowa is the father of a bouncing boy. Mr. Lacey has the Rialto at Anita.

* * *

W. J. Miller, theatre broker, has been travelling quite extensively through Illinois and Iowa looking over theatre enterprises.

* * *

There is to be a new theatre at Ripple, Iowa. The Odd Fellows there are planning to run the theatre which is housed in the I. O. O. F. building.

* * *

Two houses which are closing temporarily or possibly permanently are the Opera House at Woodward owned by P. G. Scarles and the Columbia at Cedar Rapids which is owned by Patty Pusatery.

* * *

Visitors in Film Row last week were M. R. Blair of the Legion and Empress Theatres at Cedar Falls, Mr. Morris of Eldora, Mr. Witt of Shell Rock, M. L. Dixon of Mt. Pleasant, H. N. Davies of the Solon Theatre at Spencer, Iowa, Stephen and Puffer of Webster City, Mr. Hedricks of Mt. Vernon, Mr. Iverson of Radcliffe, and the proud new daddy, Clarence Lacey of Anita.

* * *

The Strand Theatre at Chariton which is opposition to the house owned by Harry Mitchnick, formerly of Des Moines, is abandoning pictures for a time on their bill. They will have a stock company playing there starting Sunday.

* * *

Harry Weinberg, head of the Commonwealth Theatres, and S. S. Schwartz, office manager, visited one of the theatres of the Commonwealth chain, The King at Albia, last week. This theatre which has had some hard times because of the situation among the miners there, is now doing much better business. The distribution of newspaper coupons has stimulated business.

* * *

Harry Aldinger who is travelling on the road selling film has sold his theatre interests at Primghar, Iowa where he had the Movie Theatre. The house is now under the management of F. J. Neal.

Perry Exhibitors Present Petition for Sunday Shows

Youngclass and Latta are trying out the sentiment in Perry, Iowa as to the opening of the Sunday shows there. The feeling has been mounting to greater heights than was at first anticipated and the contest it seems will be an interesting one.

These two exhibitors, who have the Rex Theatre at Perry and also the opposition house which they recently purchased but do not plan to operate until spring, have secured signatures from 90 per cent of the business men of Perry asking for an election to decide upon the Sunday show question. Leaders of the churches have all taken a stand against the Sunday shows and the petition presented by the theatre men as indicating the strong turn of public opinion for Sunday shows is declared by the opponents of the Sunday show to bear no weight. Younclass and Latta are circulating petitions among the townspeople to secure their backing of the measure. Although some time ago in a bitter battle the Sunday shows went down to defeat in Perry, the opinion is that this time they will win out.

Harry Watts, manager of the Capitol Theatre, Des Moines, is now absent on a two weeks vacation.

Chicago House Puts Over Star Guessing Contest

Elmer Benesch, manager of the Avon Theatre, arranged an attractive lobby display for a contest conducted during the time of a carnival and gala event given by merchants on Fullerton avenue, Chicago. Benesch secured the services of Jack E. Baker, who arranged cut-out stills of 20 Universal stars. Cue notes and numbers were given under each star's picture. A one-sheet sign was placed behind the display reading:

"WHAT DO YOU KNOW?"
Motion Picture Star Guessing Contest
Conducted by
AVON THEATRE AND
UNIVERSAL PICTURES CORP.

Various colored crepe paper strips were used for streamer effects, as well as for the back ground. Flashy lights were used to attract attention. Mr. Benesch estimated that the opening of the first night of the display that over 800 people jammed his lobby to try their skill in guessing the names of the stars. On the second night of the contest, police were called to preserve order. Over 4,000 answer sheets were turned in to the management. The prizes that were awarded to those having the nearest correct answers were:

A set of Universal star stills; one season pass; one pass good for six months; 50 single passes.

"Dress Parade" in Tie-up With Reo Motor Car Co.

Pathe-DeMille has arranged a tie-up for "Dress Parade" with the Reo Motor Car company of Lansing, Michigan, where the West Point picture was scheduled to show at the Strand Theatre.

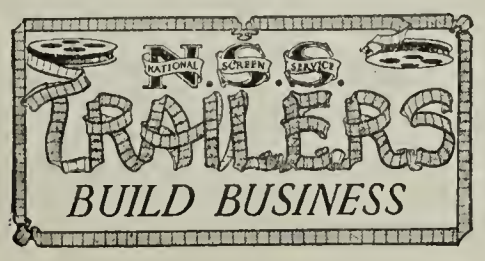
The Reo company featured their new car, the Flying Cloud. An issue of the company's house organ, "The Proving Ground," has been devoted entirely to the picture and is so designed that it can be passed out to patrons of the theatres at which the film is being shown.

Parades can be arranged with the Reo dealers throughout the country, and the idea is to have a Dress Parade of all Reo products heralding the showing of the picture.

A series of publicity stories directly tying up the Reo trucks and the cars with "Dress Parade" have been prepared. These stories will be circulated among the Reo dealers, who will, in turn, see that they are published in the local newspapers, prior and simultaneously with the run of the picture.

A series of four or six advertisements of various sizes will also be inserted in the local papers simultaneously with the run of the picture in many cities.

Novelties, including cadet paper caps, etc., have been prepared, to be freely distributed to the various Reo dealers and to exhibitors.



An AD-itorial

By HAL ELIAS
Metro - Goldwyn - Mayer Exploiteer

ADVERTISING—
PUBLICITY—
EXPLOITATION—

Three weapons that'll kill OLD MAN RED—that gloomy fellow who likes to splash all over our cash books!

READ THEM AGAIN!

Three sure-fire CURES for box-office AILMENTS!

Shake well before using—
Apply properly—
And you'll come up SMILING.

$$ADVERTISING$$
$$PUBLICITY$$
$$EXPLOITATION$$

What lively tunes that trio play on the CASH REGISTER!

Give them a chance, Folks!

Adopt these three little children of FORTUNE—

Watch them cut up all kinds of clever capers on your ticket machine—

Nurse them along—cuddle and pet them—be proud of these three BOUNCING BOX-OFFICE BEAUTIES and they'll make you dust off that S. R. O. sign for steady use!

Click, click, click—

Fall in, Folks!

Advance with the ARMY of ABLE ADVERTISERS—

Salute General ACCESSORIES who leads the Charge on the Box-Office—

Click, click, click—

Down go the Red Coats of Flopville!

Hail! Let's cheer the Brave, Brawny Boys of BILLBOARD—Colonel 24-SHEET: Major 6-SHEET: Captain 3-SHEET: Lieutenant 1-SHEET!!

And don't forget Private WINDOW CARD and his little buddy, HERALD. Here's a pair of young-blooded sprouts who'll eat the cob-webs right out of your cash till—

Click, click, click—

Give them all a salute, Folks!

Let them FIGHT for YOU—

Let them march The Big Parade right up to your Box-Office and you'll ALWAYS hear the TICKET MACHINE GUNS go.

CLICK—CLICK—CLICK—
PUBLICITY—

One of the strongest links in the chain of THEATRE SUCCESS—

One of the mightiest stones in the foundation of SHOWMANSHIP!

Bombard your editors with PAGES OF PUBLICITY—

Fire away with a barrage of press sheet material—

PREVIEWS
REVIEWS
PHOTOS
READERS
GOSSIP!!!

Cultivate your editors—

Point out the tremendous sale of the fan magazines—

Assure them of the interest in motion picture PUBLICITY—

Acquaint them with the large number of THEIR readers who attend YOUR theatre regularly—

They must recognize the significance of these FACTS!

Let's all board the PUBLICITY Special immediately and travel the road that leads to BOX-OFFICE COMFORT!

The BIG GUN of Showmanship—

That's EXPLOITATION!

Its thunderous roar puts the Rebels of RED-burg to rout—

Its smashing, crashing attack wins new victories for the BOX-OFFICE BRIGADE.

Retire to the EXPLOITATION ammunition chambers!

Ho—what an array of high-powered PROMOTIONAL PROJECTILES.

Bomb away, Gunners! Bomb away with your

BALLYHOOS—LOBBY and MARQUEE DISPLAYS—CUT-OUTS—PARADES—CONTESTS—FLOATS—NOVELTIES—TIE-UPS—MAILING LISTS—RADIO

Storm the Fortress of Fans with these EXPLOITATION EXPLOSIVES—

If futher assistance is desired call on your exchange exploiteer to join in the fray—

Let him enter his cannonade of IDEAS and, between you, you'll capture the Gay Gang of Joy Seekers and confine them in your Picture Palace FOREVERMORE!

Old Gag Re-Vamped For Exploiting "The Unknown"

The old gag of partially concealing the figure of a woman, and leaving the unconcealed portion to mislead the beholder into thinking that the picture in its entirety would be a full nude was adapted with remarkable success for use as an exploitation novelty in connection with the showing of "The Unknown," a Metro-Goldwyn-Mayer starring picture for Lon Chaney at the Apollo Theatre, Peoria, Ill. Manager W. R. Lawler, who originated the idea, was assisted in putting it over by an M-G-M exploiteer.

The novelty consisted of a folder of light weight cardboard, the front of which was shorter than the back. When folded over, the front sheet, bearing the caption, "Oh Boy! What a Picture! 'The Unknown'" allowed only the shapely legs and thighs of Joan Crawford to be seen. When opened the reader was surprised to find that the bare legs have misled him into believing that he would see her in the nude. In actuality she is clothed in a revealing dance costume. On the back of the folder was the theatre name and play-date. Smiles went around wherever this trick folder was distributed.

A large, rotating display board was made up with stills from the Chaney film. The stills were mounted on Bristol board, one to a board, and swung on an unright support, the boards were hinged at the joined end, and so could be opened like a book. Appropriate copy and data were lettered below each still.

Poster Contest Promoted For "Metropolis" Prizes

The Cleveland School of Art is studying futuristic art in order to compete for prizes for the best posters to win the Cameo Theatre prize which is offered in connection with the showing of "Metropolis." A special screening of the picture was staged in the News auditorium for the classes, graduates and artists at large.

The Cameo Theatre is offering $100 in prizes for the best poster made in accordance with the ideas expressed in the film. A prize of $50 is offered for the best poster made by a student of the Cleveland School of Art. Another $50 prize is offered for the best poster made by a graduate or any other Cleveland artist.

Dean Henry Turner Bailey of the Cleveland School of Art will select a committee to name the winners in the contest.

The LOBBY
---Display Window of your Theatre

By JACK E. BAKER

THE SHADOW BOX

The shadow box plays a prominent role in the act of display staged in the motion picture theatre lobbies. It is an "attention-getter" and is a simple contrivance to make.

Permit me to give you a brief detail of the manufacture of a shadow box. It is simple enough for a child to make.

We will use a one-sheet for an example. First, go to your nearest lumber dealer and secure a piece of lumber 8 inches wide. Cut this piece of lumber into four pieces, two of which will be the size of the length of the one-sheet and the other two the same size as the width of the one-sheet. Nail these pieces of lumber and make a frame of them. Then secure a piece of beaver board a little larger than your frame, to give you enough material to nail on the sides of the frame, so that the wood is completely covered. Place a solid piece of beaver board over the opening of the frame and sketch a design and border. This border should extend at least four inches on the inside of the frame.

After you have nailed the design of the beaver board on your frame and your wood is completely covered, take a piece of mosquito netting the size of a one-sheet and paste inside of the designed border. Then secure six or seven porcelain electric light sockets, which you may buy for the small sum of ten cents, and arrange them evenly around the entire frame, on the inside.

Then buy about a pound of plaster paris. Take an old paint brush and dab the plaster paris over the beaver board, completely covering it. Let it dry for about 24 hours. Then streak the plaster paris with guilt or gold paint. After this is finished, you will have a plaster effect attraction board.

After you have stippled the beaver board and the frame is completely finished, take a one-sheet from the photoplay which you wish to advertise—cut out the best part of it, mount it on a piece of bristle board, and insert inside of the shadow box or if you wish you can take something symbolical to the picture and use that as an advertising medium. For example, let us take "The Cat and the Canary." One could use a drawing of the cage cut-out, or a black cat and a canary, using the title card on the outside of the frame.

When it comes to the selection of lights, judge them accordingly. We all know that green symbolizes "mystery." When you are advertising a mystery picture, use bulbs dipped in green show card paint. If you are advertising a light comedy drama, use plain white bulbs. If you are advertising action pictures, use a combination of white and red. If you are advertising an intensely human interest drama, use blue colors.

After your shadow box is completely finished, place it in a conspicuous place; then watch your patrons and you will note that about 80 per cent of them will be attracted by your display. For a flasher effect, you can secure button flashers from any of the motion picture supply houses. Always remember that just a little time and thought in consideration of your lobby will always help to increase business.

Rooster Contest is Used For National Pathe Week

John F. Royal, manager of Keith's Palace Theatre, The Cleveland Press and the Cleveland Pathe exchange are staging one of the most unique contests for National Pathe week. It's a rooster contest. Manager Royal has offered $100 to the owner of the finest and most beautiful rooster in northern Ohio.

The contest started November 11. On that date local contests were held all over the territory. Contestants were urged to bring their roosters to the theatre in their town which is participating in the contest. A capable committee will pass judgment on the rooster. Then the nine winning roosters in the territory will be brought to Cleveland for a final judging. The final judging will be held November 16 at the National Livestock Show at the Public Auditorium.

Here is a partial list of the theatres in the territory participating in the contest, where roosters were to be taken November 12 for local eliminations: McTood Theatre, Willoughby; Princess, Medina; Royal, Galion; Marion, Marion; Schade's Sandusky; Moose, Norwalk; Liberty, Vermillion; Chardon, Chardon; and Ohio, Ravenna.

"Hank" Simmons in charge of Pathe publicity and exploitation in this territory, hatched the idea.

Singing Cut-Out Brings Crowd to "Girl From Rio"

Louis Swee, manager of the Monarch Theatre, Cleveland, put on a ballyhoo last week that brought the crowds to his theatre and attracted many of them into the theatre. The picture exploited was "The Girl from Rio."

Swee made a big cut-out of the star and placed this in the outer lobby, where the passersby could see it. Then he placed a phonograph inside the lobby, and played selections of Rio Rita so that it seemed to the people that the girl was really singing. Everybody stopped to listen and to look. Many stopped and bought admission who might have passed on if their attention had not been specifically captured.

Five Tiffany-Stahl "Gems" To Be Ready By End of December

Tiffany-Stahl Productions will have ready for distribution by the end of December, five of their twenty-four Gems for 1927-1928, this giving the company a total of eight productions completed on the schedule of releases.

"Night Life," a story of Viennese life, directed by George Archinbaud, was witnessed by critics at a Los Angeles preview and received very favorable comment. This picture will be released in November as will "The Haunted Ship," suggested by Jack London's "White and Yellow." "The Haunted Ship" features Dorothy Sebastian, Montague Love and Tom Santchi under the direction of Forrest Sheldon.

"Streets of Shanghai," an original story of life in the Oriental city is now in the course of filming under the direction of Louis J. Gasnier to be released early in December. Pauline Starke and Kenneth Harlan are featured.

George Archainbaud is completing "A Woman Against the World," taken from an original newspaper story by Albert Shelby LeVino. This production is scheduled for distribution the latter part of December..

"Wild Geese" has been completed and will be released sooon. Belle Bennett, Anita Stewart, Russell Simpson, Donald Keith and Jason Robard are included in the cast.

In addition to these productions, Tiffany-Stahl has completed on their 1927-1928 schedule, "The Girl From Gay Paree," "Women's Wares" and "Once and Forever," all of which have already been released.

"Moon of Israel" and "Racing Romeo" Receive Many Important Bookings

Excellent business is reported by J. I. Schnitzer, senior vice-president of F B O in charge of distribution, on "Moon of Israel" and "The Racing Romeo," two F B O specials.

"Moon of Israel," a massive production dealing with the enslavement of the Jews and their miraculous delivery from Egypt through the parting of the waters of the Red Sea, had its premiere at the mighty Roxy Theatre, New York City, where it is reported to have grossed $100,000 in one week. Other bookings all over the country include the best first run houses, and this picture has played to excellent patronage everywhere it has been shown.

"The Racing Romeo," which is an auto racing story starring "Red" Grange, is also reported to have played to capacity business in all parts of the country. This picture opened at the Hippodrome, N. Y., subsequently receiving bookings in the better class of theatres in Buffala, N. Y., Cleveland, Ohio, Los Angeles, Calif., Memphis, Tenn., San Francisco, Calif., and numerous other places.

George Carlin New Ad Mgr. for First Division

Jesse J. Goldburg, president of First Division Distrbutors, Inc., announces appointment of George A. Carlin, formerly with Metro-Goldwyn and Warner Brothers, as director of publicity and advertising.

Mr. Carlin has been in motion picture advertising and publicity for the last five years. Prior to that he was London correspondent for The Edward Marshall Syndicate and reporter on the old New York Herald and The Sun.

"Burning Daylight" To Be Next Milton Sills Film

Milton Sills, First National star, having completed camera work on, "The Valley of the Giants" from Peter B. Kyne's novel, will at once begin work on his succeeding picture, "Burning Daylight," from Jack London's novel.

Charles Brabin, who has directed the latest Sills picture, will preside at the megaphone on "Burning Daylight." The London novel will give First National's muscular star another one of the strong, outdoor characters in which he has achieved his greatest popular success. The cast is now being assembled.

George Bunny, brother of the late John Bunny, famous film comedian, is playing in F B O's drama of southern California, "Breed of the Sunsets."

"CASEY JONES"
THE GREATEST OF ALL RAILROAD STORIES
WITH
RALPH LEWIS - KATE PRICE - AL. ST. JOHN -
JASON ROBARDS - ANNE SHERIDAN
BROOKS BENEDICT
A TREMICARR SPECIAL PRODUCTION
DIRECTED BY CHAS. J. HUNT
A Laugh - A Tear - A Thrill!
RAYART PICTURES

SECURITY PICTURES CO.,
OMAHA, NEBR.

The PICTURE GUIDE

Little Tips on New Pictures

Spring Fever

Distributed by Metro-Goldwyn-Mayer.
DIRECTOR: Edward Sedgwick.
STAR: William Haines.
SUPPORT: Joan Crawford, George K. Arthur.
TYPE: Comedy-romance.
TIME: The present.
LOCALE: An American city.
LENGTH: 7 reels.

SYNOPSIS: Mr. Water, a big shipper, is greatly enthusiastic over golf. His employee, Jack Kelley, gives the boss a few pointers on the game, and the latter is so grateful of the expert advice that he takes Jack down to Oakmont Country Club for his vacation and in his enthusiasm over Jack's play, claims him as a nephew. When the end of Jack's vacation comes he has beaten the club champion, Johnson, and has won the hand of Allie Monte, to whose hand, Johnson, also aspires. The boss angrily threatens to reveal his true identity when Jack insists on staying in Oakmond and marry money, but Jack reminds him that he will also have to admit that he has falsely represented him to be his nephew. Later Jack transfers his intention to an heiress when he learns that Allie's father has lost all his money, although he loves Allie. She is piqued, and accepts Johnson. Jack wins the match in a thrilling golf battle, and fighting his way to Allie through the crowd afterwards receives her forgiveness.

Gun Gospel

Distributed by First National.
DIRECTOR: Harry J. Brown.
STAR: Ken Maynard.
SUPPORT: Virginia Brown Faire.
TYPE: Western drama.
TIME: The present.
LOCALE: Western United States.
LENGTH: Six reels.

SYNOPSIS: Granger Hume goes to town to see who is the cause of posting a reward sign for his capture of his good friends, Dad Walker and Buckskin Jack. Granger attends a masked ball, where he falls in love with Mary Carrol, who is a sweetheart of a powerful and wealthy land baron. Granger discovers that the latter is the man who seeks their capture because of a grudge against Dad Walker for having run him out of town a year back. Later on, Dad is shot by Brogan's henchmen, and before he dies, he tells Hume that the gospel of the gun is all wrong, and that he should avenge his death without shooting Brogan. But Hume in self-defense, finds it necessary to shoot Brogan, thus killing the villain. All ends in joy for the hero and his girl, while his horse, Tarzan, even shows his delight by neighing.

HIGHLIGHTS: The action in the great wide open spaces, the wonder horse, Tarzan.

The College Hero

Distributed by Columbia.
DIRECTOR: Walter Lang.
STAR: Robert Agnew.
SUPPORT: Pauline Garon, Ben Turpin.
TYPE: College romance.
TIME: The present.
LOCALE: An American college.
LENGTH: Six reels.

SYNOPSIS: Bob Canfield and Vivian Saunders, who both are Carver college students, become acquainted with each other at the college dance, and so a romance is launched. Jimm Halloran, Bob's roommate and staunch friend, is the third angle in the triangle. Jealous of Bob, Jim trips him in a practice game, and it seems as if Carver must go down in defeat. Bob is determined to enter the game, although the coach and his trainer forbid it. Despite their efforts, Bob rushes into the fray amid the wild enthusiasm of the spectators. Carver wins by a single point. Bob then collapses after his spectacular goal to save the the game. Vivian, true to her College Hero, comes to his bedside for a final embrace.

HIGHLIGHTS: The gridiron victory, comedy stunts, moonlight romance.

The Girl from Gay Paree

Distributed by Tiffany Productions.
DIRECTOR: Phil Stone.
STAR: Lowell Sherman.
SUPPORT: Barbara Bedford, Malcolm McGregor.
TYPE: Fast-moving farce comedy.
TIME: The present.
LOCALE: Seven reels.

SYNOPSIS: Mary Davis, a lonely girl in a big city, is given the position to impersonate Mlle. Fanchon of the Follies Bergere who has failed to keep her contract. Mary accepts a sum of money with the threat that if she gives the deception away she is liable to arrest. Kenneth Ward, a handsome New York newspaper reporter, is sent to interview her, and finds her quite wild. Ward writes a strong story on the girl from gay Paree, and the real actress in France, reading about the impersonation, plans to leave for New York at once. Robert Ryan, a society rounder, who knows the real Mlle. Fanchon, also reads the story, and intends to find out what it is all about. Then there commences for the girl a series of incidents and predicaments that gives the picture the zest and situations that are only straightened out after she has been discarded by her journalistic lover, arrested for a supposed murder, and finally she and Ken start for their marriage license.

HIGHLIGHTS: Kenneth trying to get his first interview with the girl from gay Paree, cabaret scenes, the arrival of the real Mlle. Fanchon.

Almost Human

Distributed by Pathe.
DIRECTOR: Frank Urson.
STAR: Vera Reynolds.
SUPPORT: Kenneth Thomson.
TYPE: Dog story (adapted from the novel, "The Bar Sinister," by Richard Harding Davis).
TIME: The present.
LOCALE: An American city.
LENGTH: 7 reels.

SYNOPSIS: Maggie, a gutter dog, lures Regent Royal, a pedigreed canine, to her poor lair in an old barn. After a day or two, Regent returns to his magnificent home, that of the Livingstone's. Maggie, in due course, gives birth to a male pup, later known as Pal. She tells him to find his "human" and vanishes. By chance, Pal meets Mary Kelley, a homeless waif, in the park. She shares some crackers with him, and the two become fast friends. John Livingstone, a rich man, strolls along with his dog, Regent Royal. John and Mary, brought together through their dogs become acquainted. Livingstone takes Mary to his home after he saves her from a near tragedy when she had dived into a lake to rescue a child. It is Regent who brings the child safely to shore. Livingstone avows his love for Mary, but his aristocratic mother objects to their marriage. They are married regardless of the mother's objection. The rest of the plot concerns the way the dogs aid their "humans" who are in a tangling situation. All ends well, and Mrs. Livingstone accepts Mary as her daughter.

HIGHLIGHTS: The rescue of a child and a girl from drowning in a lake, the ballroom scenes.

SHORT SUBJECTS

Spice of the Box Office

"Some More Excuses"

Universal—Two Reels.

A sinister and vicious looking character plants himself in Charlie's house and frightens his wife. When Charlie returns from his law office the evil one grabs him by the arm with claws that feel like iron and commands him to go home with him at once to draw up a will, bringing his wife along as a witness. Afraid to do otherwise, they go with the maniac who drives them over a mountain road at a perilous speed. When Charlie demands that he be given the wheel, the nut takes it off and gives it to him while the car speeds madly on without a driver. They reach the lunatic's house in safety and he orders them to take a drink that he has poured out for them. Fearing dirty work, they throw their liquor on the floor where it explodes. Charlie then gets trapped in the cellar where he is attacked by an ape. He flees to the room above, which is an operating room. The lunatic awaits him with gloating eyes and sharpens a knife while he announces that he is going to operate on Charlie. Tearing off his beard, he introduces himself as the man Charlie sent to the asylum. At the last bitter moment the keepers arrive and take their man back to the bug house.

Captain Kidd's Kittens

Fox—Two Reels

This is a story about youngsters. While the teacher's back is turned following her telling the story of Noah's Ark, the kids leave the schoolhouse. they having conceived the idea of building an Ark and supplying it with various kinds of animals. Everything goes smoothly until a pole cat is placed with the other animals and they all escape and dash down the streets, causing consternation among the inhabitants. There are several good comedy situations and some good gags.

The Masked Mencace

Pathe Serial—Ten Episodes

This chapter film, taken from Clarence Budington Kelland's Saturday Evening Post story, "Still Face," opens with the murder of Faith Norton's father by an adopted son, who steals the family fortune, $200,000 in bonds. The plot is full of complications, and the usual fights, mystery and romance. Keats L. S. Dodd, son of a wealthy man, has gone out in the world to make his fortune in a mechanical way. He is employed by Grandma Norton and Faith to rebuild their old mill in an attempt to recoup the family fortune. From that point on things wax more and more exciting. At the end of the third episode, Keats is fighting three villains and is getting the best of them when he is stabbed in the back. The cast is headed by Larry Kent and Jean Arthur.

Doctor's Prefer Brunettes

Universal—One Reel

Dr. Jack Caldwell is on the verge of starvation for the want of patients when he sees an impending accident on the street and rushes to give his card to a pretty girl who is cranking her car in traffic. The girl does not get hit, as the doctor anticipates, but the doctor does get bruised by her jealous sweetheart who warns her to keep away from the M. D. He picks up a woman who has been damaged in a wreck and lays her on the operating table. Her broken leg proves to be wooden and is repaired in a jiffy with a few nails. The pretty girl, wishing to make an excuse to see the doctor, bandages her eye and goes in to consult him, followed by her sweetheart who looks over the transom. When the doctor becomes too personal with the willing patient, the lover breaks in and beats up the doc.

Her Blue Black Eyes

Fox—Two Reels

Maria Casajuana's father invents a bullet-proof vest which is stolen by the villain who departs immediately on the first steamer. Maria and her boy friend, Eddie Clayton, give chase and the fun begins. They pursue the villain to all parts of the vessel, everybody on board taking part. After much excitement, including several comedy situations and some good gags, the villain is captured and everything ends happily.

A Fool and His Honey

Fox—Two Reels

Van Bibber gets into a lot of trouble in this comedy because he dresses just like a participant in a newspaper contest. Van is trying to get a look at his girl without getting mixed up with the girl's mother. The newspaper launches a mystery contest, offering a free trip to New York to the woman who identifies the paper's representative. Van looks and dresses just like the representative and he finds that scores of women are trailing him. The real mystery man gets infuriated. At last Van tells the throng that the other fellow is the man they want, and the poor representative is chased by the multitude.

Chicken Feed

Pathe—Two Reels

This is an offering from Hal Roach's rascals, Our Gang. The kids turn magicians in this one. After seeing a wizard of the art of hokus pokus do his stuff, they decide to try the act themselves. Farina's kid sister, Mango, is placed in a box and disappears unseen by the others as the magic words are spoken. In her place is a chicken which flies over a fence into the lap of a tramp, who cooks the chicken and offers parts to the Gang. The kids, thinking Mango was metamorphosed by magic into the chicken, are horrified, especially Farina, who is very much upset when offered the leg of Mango. Some more magic, however, apparently causes Mango to again appear in the box and everything is satisfactory.

A Fighting Finish

Universal—Two Reels

An episode in the adventures of "The Collegians." The same cast as seen in the other numbers gives a pretty lively little offering. It's neither football, basketball, or track that allows the hero to win glory in this one—it's ice skating, which makes it appropriate for this time of the year. As usual Trent and Benson are on the "outs" over June, and Trent finds a way to put over a mean one on his rival. The dean has announced that only those who had submitted their term themes would be allowed to compete in the ice skating relay race. Trent steals Benson's theme and Benson is eliminated. But in the last minute, Benson's theme is recovered and he is pushed into the race in time to win.

Many Wings

Educational—One Reel

An interesting bird study. It shows thousands of sea birds which resemble a snow storm. The birds are shown in close-up shots and in flight. Shots of baby pelicans are especially good. The second half of the reel shows some good mountain and snow scenes. All in all it's a fascinating little subject.

"WOMEN'S WARES"

ONE OF THE 24
GEMS FROM TIFFANY

With
EVELYN BRENT
BERT LYTELL
LARRY KENT
GERTRUDE SHORT
RICHARD TUCKER
MYRTLE STEDMAN
CISSY FITZGERALD
SYLVIA ASHTON
GINO CORRADO
Directed by
ARTHUR GREGOR

TIFFANY PRODUCTIONS, INC.

Distributed by **RENOWN PICTURES Inc.**

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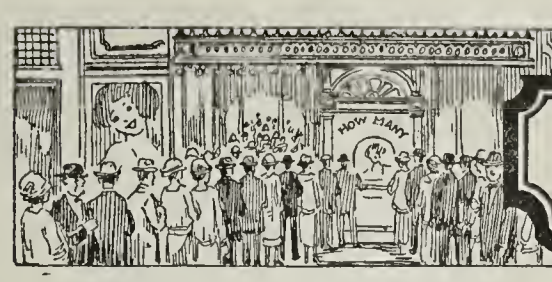

BOX-OFFICE REPORTS

COLUMBIA

Obey the Law, Bert Lytell.—This is a fine picture and will please everyone. Appeal is good. Draw all classes.—Gem Knoxville, Tenn.

Sweet Rosie O'Grady, Shirley Mason.—Good light comedy that pleased my audience. Columbia pictures to date are very satisfactory.—Liberty, Pikesville, Ky.

The Lone Wolf Returns, Bert Lytell.—A very clever picture. Print O.K. In brief, it's a good picture.—Aspley, Glasgow, Ky.

The Lone Wolf Returns, Bert Lytell.—An excellent show, well played and cast. Very interesting and attention holding through its entire showing. Great show. Appeal good.—Gem, Knoxville, Tenn.

FIRST NATIONAL

The Overland Stage, Ken Maynard.—A real action and well produced picture. Pleased 100 per cent strong. Has everything in it to make a good production.—F. Murphy, Electric, Lawson, Mo.

White Pants Willy, Johnny Hines.—Fine. Just the type my people eat up. Drew a large Sunday crowd.—Harold Smith, Dreamland, Carson, Ia.

The Life of Riley, George Sidney.—A mighty good comedy. You won't be sorry if you buy it.—W. G. Wright, Colonial, Troy, Mo.

The Land Beyond the Law, Ken Maynard.—This made a good Friday and Saturday show. Maynard is a good rider and they give him good stories.—Ray Musselman, Lincoln, Kas.

Dance Magic, Pauline Starke.—Did not please so well. Costume too thin.—Bert Silver, Greenville, Mich.

All Aboard, Johnny Hines.—Hines is a wonderful star but he doesn't draw here as he should. This is a good picture with a laugh-a-minute plot.—G. E. Shilkett, Rex, Joplin, Mo.

The Stolen Bride, Billie Dove.—Received a number of favorable comments on this. It's a good picture.—Colonial, Troy, Mo.

METRO-GOLDWYN

Body and Soul.—Aileen Pringle.—Rather gruesome but seemed to please.—Harold Smith, Dreamland, Carson, Ia.

Heaven on Earth, Conrad Nagle.—Not much action but a very fine little love story. Pleases women especially. Renee Adoree in the picture gives it added drawing power.—G. E. Shilkett, Joplin, Mo.

The Bugle Call, Jackie Coogan.—A mighty good picture. Had a great following from the Coogan fans.—Royal, Le Mars, Ia.

PARAMOUNT

Open Range, Betty Bronson.—Thrills and plenty of them in Zane Grey's new type of western comedy.—Capitol, Oklahoma City, Okla.

We're in the Navy Now, Beery-Hatton—Pleased 100 per cent. People here sure like Beery. You can't miss on this one.—F. Murphy, Electric, Lawson, Mo.

The Rough Riders, Star Cast.—A good picture, good scenes, and it pleased all who saw it.—F. Murphy, Electric, Lawson, Mo.

Hula, Clara Bow.—It's pretty hot for the small town. Clara's personality put it over.—Strand, Paoli, Ind.

PATHE - DE MILLE

Stop, Look, Listen, Larry Semon.—Good comedy. Drew good bunch of kids.—Harold Smith, Dreamland, Carson, Ia.

Up in Mable's Room, Marie Prevost.—This will keep them laughing. The picture is clean, despite the title.

The Country Doctor.—Pleased generally and its a mighty fine picture. Royal, Le Mars, Ia.

RAYART

King of the Jungle, Elmo Lincoln.—Am now in the eighth episode, running it on our weakest day, and business is increasing with each episode. Have been running serials for the past seven years, but very few have been as good as this one. Wish we could secure more serials as good. It has more than made good every claim for it. It is satisfying all our patrons.—C. A. Whitney, Royal, Ottowa, Kas.

A Boy of the Streets, Johnny Walker.—This is a very pleasing picture.—C. Vaughn, Neptune, Kansas City, Mo.

UNITED - ARTISTS

Stella Dallas, Belle Bennett.—A wonderful show. Can use as a special and for Sunday.—Phoenix, Neola, Ia.

Tell it to Sweeney, Chester Conklin.—A good comedy throughout. Every one seemed pleased.—Royal, Le Mars, Ia.

Tin Gods, Thomas Meighan.—A trifle tearful. Many people did not like the sad ending. It's a good story.—Wiley, Wiley, Colo.

UNIVERSAL

The Cat and Canary, Laura La Plante. One of the best pictures I have ever played. Drew good and sent them home happy.—Harold Smith, Dreamland, Carson, Ia.

Blake of Scotland Yard.—Hayden Stevenson.—Am on the sixth chapter of this serial and it's doing fine. Best serial we have ever played.—Harold Smith, Dreamland, Carson, Ia.

Down the Stretch, Marion Nixon.—Audience seemed to like this different kind of racing story.—Pastime, Mason, Mich.

The Silent Rider, Hoot Gibson.—Hoot always pleases and a good crowd turned out.—F. W. Carroll, Chapman, Kas.

The Collegians.—On the second series and we find them great two-reelers.—Family, Greenville, Mich.

STATE RIGHTS

The Broadway Drifter, George Walsh.—Another one of George's good productions.—L. R. Richoldson, Isis, Lucas, Kas.

The Grey Devil, Jack Perrin.—A good western. Starlight shows up good in this one.—L. R. Richardson, Isis, Lucas, Kas.

Free To Love, Clara Bow.—A fine picture with Clara doing her stuff.—L. R. Richardson, Isis, Lucas, Kas.

A Streak of Luck, Buffalo Bill, Jr.—A dandy good western, mingled with some good comedy.—L. R. Richolson, Isis, Lucas, Kas.

Passion Play.—Did above normal business on three of the hottest nights in October. Wonderful picture.—Auditorium, Hiawatha, Kas.

Passion Play, Freiburg players.—Sure gets the people who are not in the habit of attending shows. You will not go wrong in playing the Passion Play. I have recommended it to brother exhibitors.—Liberty, Horton, Kas.

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Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

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MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St.
Omaha, Neb.
Telephone—Harrison 1285

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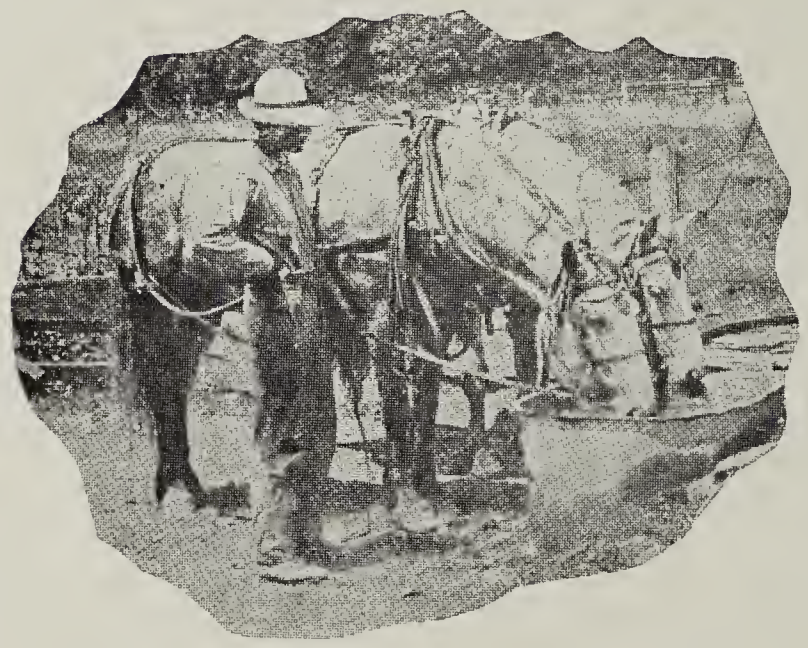

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the big job is leading the patron to the box-office. Once you get him there he'll buy a ticket.

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- Society copy
- "Mother" copy
- Melodramatic, thrill and western copy
- Miscellaneous copy

MOVIE AGE

Volume V — OMAHA, NEBR., NOVEMBER 19, 1927 — Number 52

A Business Magazine
for the Film Trade in Iowa and Nebraska

Welcome Home

Master Showmen of the World land the Attraction Smash of the Hour!

Whole Colossal American Legion Convention turned into year's mightiest comedy! Dwarfing all other tieups in FBO history!

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EDITORIAL

SMALL town theatres are gradually being turned back to their original owners, wherever possible, by Publix, according to a report, that these theatres may be placed back into individual operation. It has found that the centralized operation originally planned by this company is not resulting profitably. This is a score for individual management of theatres.

The new plan proposed that each house turned back will do its own booking, without orders or guidance from the home office. This further proves that the small town theatre, as well as the house in the large city, cannot be tied down to any particular brand of product, but must choose pictures to suit the local taste.

In our editorial last week we disproved the theory that the small theatre was passing out. We stated that its replacement by larger and better theatres would not be in nearby trading centers, as another predicted, but on the very sites of the small theatres. The turning back of small town theatres to their former owners, by Publix, that they may be operated individually, somewhat bears out our statement.

Chain operation may be well and profitably applied to groceries, drugs, dry goods, and other staple articles. But motion pictures are not staple articles. It can hardly be said that any two are exactly alike. Each picture must be sold individually to the public. And, while one chain grocery store can be operated exactly like any one of 500 others in the chain, this cannot be done with motion picture theatres and result profitably.

We have gone into many chain operated theatres and have noted a somewhat stilted atmosphere in practically every one of them—even in some of the large first run houses. The manager is seldom about giving a touch of personality to the entering or departing patron. And, especially in the smaller houses, there seems to be a lack of that friendly spirit that existed when the house was individually managed by its owner.

Personality is a great factor in the operation of the small theatre, especially in the small town. Publix' reported action, should serve as a stimulus to every independent exhibitor to inject more of it into the operation of his theatre. Lack of personality is many times the difference between profit and loss.

* * *

M. J. O'TOOLE, secretary of the M. P. T. O. A., should be congratulated for his excellent effort in presenting his plea that congress repeal the tax on admissions above 75 cents. While not many picture theatres come within this taxation it is important to the industry that this tax be completely removed.

Mr. O'Toole's plea carried with it the urge that congress recognize the theatre as a community institution and that the motion picture theatre screens be regarded as "an element of expression—the screen press of America—like the newspapers and magazines." This statement was carried in every Associated Press paper in the country and its wide publication is excellent propaganda for the picture theatre. "Mike" is a great believer in institutionalizing the theatre. He's been in the business a long time, so he must know that it is worth while.

M. P. T. O. Convention Held; C. Williams Again President

All Other Last Year's Officers Also Re-elected; R. F. Woodhull and C. C. Pettijohn Speak; 200 at Banquet

Charles E. Williams was re-elected president of the Motion Picture Theatre Owners of Nebraska and Western Iowa, at that organization's annual convention held Monday and Tuesday, November 14 and 15, at the Hotel Rome, Omaha.

The other officers re-elected—all of them having served last year—are: Vice president, H. F. Kennedy; secretary, Esther M. Anderson; treasurer, George H. McArdle.

The first meeting of the convention was held Monday afternoon. The opportunity was taken to discuss the results of the Federal Trade Conference held in New York recently. It was Mr. Woodhull's interesting opinion that in time it would be a very great advantage to all those in the industry as a whole. While it was not stated definitely, it is believed that there will be another conference in the season of 1928.

Conklin Urges Fire Protection

Another interesting speaker was Frank Conklin who spoke about fire prevention, and urged the necessity of protection of theatres from fire disasters. He also spoke a few words about sanitation and the necessity of it in the movie industry.

Another meeting was called Tuesday morning at 10 o'clock. Again the Trade Conference was the subject of discussion. H. F. Kennedy, who was a delegate to the Federal hearing was the main speaker, giving a detailed report of it. The convention unanimously approved of the achievements of the conference and believed that much good would result therefrom.

A number of exhibitors were called upon for a talk, and there were many interesting discussions and suggestions regarding the management of their theatres.

The election of officers was then held and last years' executives were re-elected without exception.

200 Attend Banquet.

Over two hundred, the majority of which were exhibitors, were present at the banquet which took place at the Rome Hotel Monday evening. Charles E. Williams, president of the M. P. T. O., presided as toastmaster. Walter L. Pierpoint, representing the Omaha Chamber of Commerce, gave the address of welcome. He spoke in very complimentary fashion of the influence

CHARLES E. WILLIAMS

of the motion picture industry and its far reaching benefits upon education and public opinion.

R. F. Woodhull the next speaker, defended vigorously the moral effect of the movies upon the people. He contrasted the contents of the movies with scandal which appears in the daily papers, stating that there is not an inch of film showing any national or local scandals, and that not one picture can be accused of teaching atheism or containing anything against patriotism.

In Mr. Pettijohn's talk he attributed the evils of the motion pictures to excessive costs of production, excessive salaries, and too many novelty innovations which he termed as "glorified organs, resurrected opera stars, cracked violinists, and tin bands." Pettijohn also stated that every picture made in the last three years could have been made for one-third the cost by the pooling of studio properties by the rival organizations. He also predicts the coming of many new faces to the movies for sensible salaries and with equal talent.

After the speakers the Harness Makers Trio from the Omaha Tanning Co. sang a few songs. The three Lefholtz sisters also harmonized for a few selections. The two striking blondes and the pretty brunette were applauded twice for encores. Dan Desdune's band gave a good long program of singing, jigging, and clever imitations.

Convention Successful

The 1927 convention was probably the most successful for many years past. This is attributed partly to the good will created by Mr. Pettijohn and Mr. Woodhull, and to the wonderful co-operation of the exhibitors and exchange men. The success and wonderful showing of the convention was confirmed by the many home office representatives who were in Omaha for activities.

Following is the list of exhibitors who attended the convention. From Omaha: E. A. Harms, L. P. Grobeck, J. E. Kirk, W. H. Creal, Herb Bleuchal, F. W. Houston, G. W. Hartman, Walter Creal, Chas. Nepodal and Harry Taylor.

From other Nebraska cities: Mrs. O. R. Boettner, Madison; R. H. Robinson, Blair; W. N. Nieuland, Ord; M. E. Schrieber, Wisner; Jas. A. Schoonover, Aurora; E. H. Robertson, Scribner; Mr. and Mrs. J. M. Reynolds, Elwood; Mr. & Mrs. J. Grabenstein, Eustis; Frank Trullinger, Clarks; Victor Gross, Osmond; A. Burrus, Crete; Nick Paper, Lincoln; C. J. Kremar, Stanton; H. A. Larson, Oakland; Frank Johnson, Louisville; Mr. & Mrs. John Cosner, Sargent; Mr. & Mrs. H. F. Kennedy, Broken Bow; Mr. & Mrs. E. E. Gailey, Wayne; R. E. Falkinburg, Lexington; Wesley Booth, Nebraska City; W. E. Dyer, Gretna; J. W. Andresen, Tekamah; A. Beams, Red Cloud; E. R. Winslow, Gibbon; E. C. Preston, Hastings; M. L. Radler, West Point; Carl Bailey, Pawnee City; L. M. Greene, Tecumseh; R. W. Small, Wymore; Walt Bradley, Neligh; Mrs. H. O. Peterson, Genoa; J. W. Crouch, St. Paul; Georgia O. Rasley, O'Neill; F. W. Anderson, Coleridge; Chas. Prokop, Wahoo; Mrs. O. R. Boettner, Madison; M. E. Southwell, Craig; A. W. J. Taylor, Uehling; A. F. Jenkins, David City; F. C. Largen, Creighton and Oscar Gross, Bloomfield.

From Iowa: A. L. La Frantz, Ute; Mr. & Mrs. B. B. Holdridge, Shenandoah; Wesley Mansfield, Tama; Dale Goldie, Cherokee; M. Biemond, Loup City; Mr. & Mrs. H. G. Day, Mapleton; Mr. & Mrs. C. H. Sartorious, Hartley; Mrs. J. F. Van Tasell and M. A. Budd, Clarinda; Morris Cohen, Council Bluffs; F. M. Honey and Frank Good, Red Oak; L. Schwidleson, Sioux City; Ben Harding, Council Bluffs; J. H. Ebersole, Avoca; Mr. & Mrs. L. H. Ireland, Logan; W. T. Biggs, Adair; C. H. Sartorius, Hartley; Chas. L. Nott, Sutherland; W. C. Whiting, Whiting; Raymond Brown, Harlan; Max Drefke, Cherokee and Mrs. W. H. Mason, Malvern.

CONVENTION NOTES

A word about Miss Esther Anderson, Mr. Williams' pretty blond secretary whom we cannot praise too highly for the efforts she put forth to make the convention the big success that it was. Miss Anderson was more than faithful with her circular letters inviting the exhibitors in and with her follow-ups and close check on the responses. Her good

(Continued on next Page)

Moving Along Movie Row

B. Pierce, owner of the Strand and Atlantic Theatres at Atlantic, Ia., has been seriously ill for the past three weeks. He was in Omaha last week consulting specialists.

* * *

Lorain Cooper, cashier for Fox, got a bad cut on his wrist while attempting to push a window open. George Bonnacci, poster clerk, rushed him to the doctor, and while the cut was being tended to, George fainted, and Cooper had to take care of him and drive the car back to the office.

A. W. Nichols, district manager of Paramount, was in Omaha for a few days last week.

* * *

Fred Ribble, formerly with United Artists, has gone on the road for Liberty Films.

* * *

F. C. Largen, inventor of Blizzard Fans, has left the hospital at Omaha after two weeks illness.

* * *

Jay A. Haas, district manager of the ad-sales department of Paramount, spent a week in Omaha.

(Continued from preceding Page)
will and charming personality made the exhibitors at ease with her first greeting and played no small part in the general good will of the convention.

* * *

J. A. Schoonover, who has been ill for some time was able to attend the convention banquet although his throat was still bothering him. F. C. Largen who just had his tonsils out was forced to confine himself to soup and ice cream.

* * *

Mr. Biemond and W. J. Nieuland of Loup City drove all night to be in Omaha for the convention Monday. Mr. Biemond lived up to his promise that he would be in Omaha if he had to walk.

* * *

Morrie Smith came to the banquet late and had a fine collection for his menu. In spite of the fact that he drove in from Sioux City, Morrie will have to learn to arrive earlier if he intends to get a square meal.

Jimmy Ellard Is New Band Leader at Riviera

Jimmy Ellard, who has just completed a stay of 22 weeks at the Capitol Theatre, Des Moines, as stage-band leader, has been appointed to fill that capacity at the Riviera Theatre, Omaha.

Ted Yarowsky to Marry

Ted Yarowsky has bought his girl a diamond ring and they are to be married on Thanksgiving Day. Ted is in charge of the Independent Poster Company which has its headquarters at 608 High street which was also the headquarters of the Fontanelle Company until they moved their offices back to Omaha.

Ted is doing quite a thriving business in this new enterprise and has a staff consisting of stenographer and biller with Joe Rice to act as his assistant.

Pettijohn and Woodhull Attend Board Meeting

At the regular meeting of the Film Board of Trade on Monday, November 14, in addition to the Omaha members, C. C. Pettijohn, R. F. Woodhull and several noted visitors were also present. Earl Bell, the new president of the Film Board, presided over the meeting. The following gave short addesses: C. C. Pettijohn, general council for the Film Board; R. F. Woodhull, president of the M. P. T. O. A.; Albert Danke, branch manager of De Mille productions; Frank Conklin, of the conservation department of the exhibitors association; John Gentille, fire prevention representative; H. F. Kennedy exhibitor from Broken Bow, Nebr. Four Film Board secretaries were called upon for a talk. They were Miss Rosemary Foley, Omaha; Miss Leone Mathews, Des Moines; Miss Audrey Lytell, supervisor of the Omaha and Des Moines Boards and Miss Lois Menoug, Kansas City.

Service Theatre Supply Company
C. E. Jones, Mgr.
303 North 16th St.—Omaha, Neb.
Independent Distributors Motion Picture Equipment and Supplies

WHO'S WHO IN LOCAL FILM CIRCLES

C. P. NEDLEY

Here is another popular fellow—Carl Nedley, booker for Universal. Carl has had a very deversified experience in the film business having had nearly every title from ticket seller to branch manager.

Nedley has the serene, easy going disposition that characterizes the southern gentleman. He refuses to be ruffled by the troubles that confront bookers and maintains his steady pleasant manner.

Carl's career was begun when he sold tickets in a theatre in Tampa, Florida, but this wouldn't do. He took up projection work and continued religiously with his film career. He entered the distributing field as shipper for the Mutual Film Exchange in Tampa. A little later he appeared in Chicago, booking for Vitagraph. In 1919 he was transferred to Omaha, still as booker, and when he ended his services there in 1926, he was branch manager. After four months with Producers, Carl entered Universal as salesman where he continued until October when he assumed his present position.

During the War, Carl served in the navy.

M. L. Lamb who has been an exhibitor in Iowa territory in times past has bought the theatre at Carroll, Iowa. R. Van Heusen has been in charge of the theatre there.

Sidney S. Cohen President Of New "Board of Trade"

New Organization Launched to Fight Those Who "Seek to Monopolize Motion Picture Industry"

The Board of Trade and Commerce of the Motion Picture Industry of the United States of America, headed by Sydney S. Cohen, is the name of an organization which has been launched, according to announcement, to assure "free and unrestricted competition in making, selling, distributing and exhibiting motion pictures."

Mr. Cohen for many years has been a prominent exhibitor in New York and the storm center of many bitter controcersies in the film industry, espousing the cause of the independent producers and exhibitors against those producers he charged were seeking to control the trade by both producing pictures and owning theatres. For four years he was president of the M. P. T. O. A., which he largely helped to create.

The official announcement of the new organization reads as follows:

"The formation of the Board of Trade and Commerce of the Motion Picture Industry of the United States of America, with offices at 28 West 44th street, New York City, has come about as the result of the recent trade conference called by the Federal Trade Commission to discuss trade practices within the motion picture industry, and held in New York City, October 10-15, 1927.

"A number of prominent independent theatre owners from different parts of the United States, together with some representative producers, feeling the urgent and immediate need of an organization such as this, met and formed the Board of Trade and Commerce of the Motion Picture Industry of the United States of America, electing as their president, Sydney S. Cohen, the outstanding independent theatre owner of the country—a man who served four terms as president of the Motion Picture Theatre Owners of America, later serving as chairman of ith Board of Directors, and at present being chairman of the Advisory Board.

"This Board of Trade and Commerce was formed solely for the purpose of advancing the best interests of the entire motion picture industry. It is not engaged in any way in making, buying, selling or exhibition of motion pictures, and is dedicated to the proposition that a free and unrestricted competition in making, selling, distributing and exhibiting pictures is fundamentally essential to the successful future existence and development of this great industry. The founders of this association believe that independent producers, distributors and exhibitors must be guaranteed freedom of action in their respective undertakings and must be protected against unlawful aggressions by potential monopolists so that they may work out their own destinies,—all to the end that the public may by their continued enjoyment of superior motion pictures, the product of an active competition, be encouraged to continue to support the industry as it has so loyally done in the past. This Board of Trade and Commerce is further convinced that without a free and unrestricted screen the industry is in danger.

"Membership in the Board of Trade and Commerce of the Motion Picture Industry of the United States of America is open to every interested person, save only those producers, distributors, theatre owners or officials affiliated with those forces who seek to monopolize motion picture industry; and who, in seeking to monopolize, destroy all independent and all initiative."

Sales and Office Details Divorced by U. Artists In Reorganization Plan

Separation of selling activities and office management, plus division of the United States into Eastern and Western sales divisions and of those divisions into districts, with no exchanges being eliminated and all present personnel being retained, are features of United Artists' new domestic sales plan.

Al Lichtman, vice-president and general manager of distribution for the United States and Canada, announced the general plan in New York last Saturday, adding that already much of the progressive realignment has been accomplished. He said he waited to announce the plan until the return Friday from Europe of Joseph M. Schenck, president of United Artists.

Under the plan as outlined by Mr. Lichtman, no one connected with actual selling will be hampered with distribution problems. Salesmen will sell films and that is all. Office managers, already being appointed, will supervise the non-selling activities of exchanges.

Every present exchange will be retained and it is probable that several additional ones will be established as further service to exhibitors—with consequent increase in personnel.

Cresson E. Smith will be eastern general sales manager, with headquarters in New York. David Bershon will be western general sales manager, with headquarters in Los Angeles. The Mississippi river will divide the sales territory, St. Louis, Chicago and Minneapolis being in the western division. Canada will be handled as at present.

Groups of exchanges (for instance, those in Chicago, Minneapolis and Omaha) will be formed into districts, with one exchange designated as district headquarters. District crew managers will be in charge of salesmen, who will operate out of the district headquarters. Present branch managers will be promoted to be crew managers or special representatives, each responsible directly to the home office. The special representatives will handle all key city first runs and circuits. Smaller towns and subsequent key city runs will be handled by salesmen under the district crew managers.

Branch officers will function as service depots and territorial headquarters for handling of detail and routine. Salesmen will not be responsible to office managers in charge of districts.

Mr. Lichtman said the plan is already in actual operation in three districts. One comprises Chicago (district headquarters), Minneapolis and Omaha. A second includes Cleveland (district headquarters), Detroit, Cincinnati and Indianapolis. The third embraces Kansas City (district headquarters), St. Louis and Dallas. The plan is now being extended nationally as rapidly as promotions can be made and additions to the sales personnel effected, Mr. Lichtman said.

"Beau Geste" Wins 1926 Photoplay Gold Medal

The Photoplay magazine gold medal for the best film released during 1926 has been awarded to Paramount for its production of "Beau Geste," according to an announcement in the December issue.

The gold medal picture of the year is decided by votes from readers of the magazine and is said to be the only award in the industry coming direct from fans themselves.

This is the seventh annual award of a Photoplay medal. The previous winners were: "Humoresque" in 1920; "Tol'able David," 1921; "Robin Hood," 1922; "The Covered Wagon," 1923; "Abraham Lincoln," 1924; "The Big Parade," 1925.

Dan Michalove Resigns

Dan Michalove, who for several months has been directing the Universal circuit of theatres, will shortly sever all connections, according to reports from New York. Michalove came to New York from Atlanta early this year under a five-year contract.

At the present time, it is understood that Universal theatres are operating under the supervision of E. H. Goldstein until a successor to Michalove is named.

Columbia Makes Tie-up With M. P. T. O. Group At Minneapolis Branch

One of the most interesting affiliations between producers and distributors effected in the motion picture industry has just been closed by Columbia Pictures through Claude H. Macgowan, general sales manager, working in conjunction with William A. Steffes, president of the M. P. T. O. of the Northwest, and Theodore Hayes, representing the F. & R. circuit.

The Minneapolis development has culminated in the opening of a Columbia branch exchange in Minneapolis, with Ben Marcus as manager. Distribution of Columbia production in the territory has taken out of the hands of the M. P. T. O., which up to the time of the new arrangement had distributed Columbia pictures in the Northwest.

The Columbia deal is probably the first time that a producer with no theatre interests has been able to promulgate and carry through a plan that calls for the co-operation of an exhibitor organization, in effect making the theatre-owners partners in the gross business that results from the territory involved.

The opening of Columbia's Minneapolis branch follows on the heels of the announcement made last week that Columbia had opened its own branch in Omaha, under the management of Joe White, formerly connected with Warner Bros. and FBO. Nationalization of the Columbia sales organization is nearing completion, for in addition to the two offices referred to above, Mr. Macgowan did not return to the home office until he had seen get under way a new Columbia branch in Des Moines, under the managership of Meyer Stern, formerly with Fox. All three branches were opened within the space of three weeks.

Star Novarro in "His Night"

"His Night" has been chosen as the title for Ramon Novarro's latest Metro-Goldwyn vehicle, which is now being finished at the studios.

In the new picture, which Harry Beaumont is directing, Novarro plays a youthful king in a fictitious European kingdom. The story is laid in modern times, with Renee Adoree as the heroine. The cast includes Dorothy Cumming, Roy D'Arcy, Edward Connelly, Jacquelin Gadsdon, Marcelle Corday, Alberta Vaughn and Shirley O'Hara.

Fitzer "Star Talks" Are Given Initial Showing Before New York Critics

The premiere of the Fitzer "Star Talks," the new vocal trailer, was given in New York City on November 10 at the Brunswick auditorium, before an audience of stars, the press, theatre owners and others.

The audience heard the first record made for the Fitzer company by Johnny Hines, who explained the theme of the story and drew many laughs from the audience with his code of rules for waiters. He described "Home Made," a First National release in which he will be seen shortly.

A complete description of the Fitzer method of presenting the voice of the star to the audience was given in a recent issue of this publication. Special records are made by stars who describe their next picture, telling only enough about it, however, to insure the return of the audience to see how it all comes out. The records take about three minutes to play and are designed for ordinary phonograph reproduction.

The records are rented to the exhibitor on a yearly basis, the producers making sixty records a year. The exhibitor is only obliged to pay for those records which he has pictures booked for. After each record is used it is returned.

"Argonauts" to Be Filmed As Cosmopolitan Picture

Peter B. Kyne's new novel, "The Argonauts," dealing with the gold rush and the gold fields of California, is to be screened shortly, was announced last week by Irving G. Thalberg, Metro-Goldwyn-Mayer executive.

The story, which is now running serially in the Cosmopolitan Magazine, under the title "Tide of Empires," is to be filmed as a Cosmopolitan production with an all-star cast. The announcement that Metro-Goldwyn-Mayer will film "The Argonauts" is interesting because of the fact that the same studio has recently completed the filming of "The Trail of '98," which Clarence Brown directed.

It is definitely known that the picture will be completed in time for 1928 release.

Kathryn McGuire plays opposite Dorothy Devore in her latest starring vehicle, "The Little Rube," which will be released by Educational this month.

Ten F B O Releases For December; One Feature "Legionnaires in Paris"

F B O will distribute six features and four short subjects during December.

On December 4, "The Slingshot Kid," starring Buzz Barton, the 13-year-old western player, will be ready for exhibitors. Frank Rice, Jeanne Morgan, Buck Connors and Jay Morley appear in support of the young star.

On December 10, "South Sea Love" with Patsy Ruth Miller in the leading role will be shown. This production is based on the story by Georges Surdez, with direction by Ralph Ince. Lee Shumway, Allan Brooks, Harry Crocker and Barney Gilmore appear in support of Miss Miller.

"The Swift Shadow" starring Ranger, the dog, will be ready on December 11. "Aflame in the Sky" an airplane melodrama, with Sharon Lynn, Jack Luden, William Humphreys and Robert McKim, will be distributed on December 18. "The Desert Pirate" starring Tom Tyler, is listed as a Christmas day release. Frankie Darro and Duane Thompson are prominently cast in the film, which is being directed by James Dugan.

"Legionnaires in Paris" a special production, with Al Cooke and Kit Guard in the leading roles, will be seen by exhibitors on December 27. This is the film which has the American Legion convention in Paris as its background. Actual scenes of the convention were shot in Paris by a corps of F B O cameramen, and shots of all important dignitaries who attended the convention will be incorporated in the picture.

The four short subject releases for December include: "Mickey's Battle," No. 4 of the Mickey McGuire series, based on the cartoons by Fontaine Fox, will be shown on December 5. On December 12, "Three Missing Links" a Larry Darmour-Standard Fat Men Comedy, will be shown. These two reelers features the three fat men, "Fat" Karr, "Fatty" Alexander and "Kewpie" Ross. Al Herman directed.

A one reel Newslaff, a travesty of the news events of the day, by Bill Nolan, will be shown on December 11, and another on December 25.

Myers Joins Tiffany-Stahl

Harry Myers, famous for his characterization in "A Connecticut Yankee," has been engaged by Tiffany-Stahl Productions to help directors of the company improve their stories from the angle of comedy relief and gags. It is intimated that Myers will find time shortly to direct one or more of the productions of the 24 Gems scheduled for the year's program.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING NOVEMBER 12

MOON

Tumbling River, (Fox), Tom Mix.

BUSINESS: Very good.

AUDIENCE REACTION: Mix fans very well pleased.

SUMMARY: A western with a plot of villainy and intrigue woven around a gang of notorious cattle-rustlers.

ENTERTAINMENT MERITS: 90 per cent.

SHORT SUBJECTS: "Heavy Hikers," (FBO); Standard comedy; "Whispering Smith," Serial.

SUN

The Cat and the Canary, (Universal), Laura La Plante.

BUSINESS: Excellent.

AUDIENCE REACTION: Everyone delighted and thrilled.

SUMMARY: Adapted from the stage play. Weird happenings, uncanny situations centering about a haunted house, terror lurking at every turn of the corridor, are a few of the nerve tingling thrills.

ENTERTAINMENT MERITS: 95 per cent.

SHORT SUBJECTS: Bigger and Better Blondes, Charlie Chase comedy.

RIVIERA

Two Arabian Knights, (United Artists), William Boyd, Louis Wolheim and Mary Astor.

BUSINESS: Excellent.

AUDIENCE REACTION: Exceptionally well pleased.

SUMMARY: Two American dough boys make merry on European territory with amusing results. After escaping from a German prison in Arab cloaks, the fun begins. They eventually meet a pretty Arabian girl and get in bad with her father. Fighting and making up, getting into tight places and escaping cleverly. Will keep you laughing through the entire performance.

ENTERTAINMENT MERITS: 95 per cent.

WORLD

Passion, (Tiffany), Pola Negri, Emil Jannings.

BUSINESS: Very good.

AUDIENCE REACTION: Fair.

SUMMARY: A re-issue of a former screen success. The romance of a daring adventuress who reaches the zenith of her glory as the ruler of a king and falls to her lowest ebb with the hatred of millions of people demanding her head.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: Hollywood Hero, Ben Turpin.

RIALTO

The City Gone Wild, (Paramount), Marrietta Millner, Thos Meighan.

BUSINESS: Good.

AUDIENCE REACTION: Pleased.

SUMMARY: An underworld melodrama. Story of a gangster and police war. Meighan plays role of criminal lawyer who becomes prosecuting attorney because of his love for a beautiful girl. Gangmen and gun fights appear in striking contrast to the homes of society and wealth.

ENTERTAINMENT MERITS: 85 per cent.

ORPHEUM

Wreck of the Hesperus, (Pathe), Virginia Bradford.

BUSINESS: Very good.

AUDIENCE REACTION: Very favorable.

SUMMARY: Screen version of Henry Wadsworth Longfellow's famous ballad. A romantic element is cleverly woven into the tale of the wrecked schooner.

ENTERTAINMENT MERITS: 90 per cent.

Note: The business at the Orpheum cannot be attributed to the picture.

The Liberty Theatre at Lowden, Iowa, which has been closed for the summer was reopened last week.

CURRENT RELEASES

Week of November 20, 1927

EDUCATIONAL

Many Wings, Outdoor Sketches, (1).
Rest Day, Monte Collins,(1).
The Little Rube, Dorothy Devore, (2).

FBO

The Bandit's Son, Bob Steele, (5).
Mickey's Battles, (2).

FIRST NATIONAL

Home Made, Johnny Hines, (7).

FOX

Pajamas, All Star, (7).
A Silly Sailor, Imperial, (2).

PARAMOUNT

The Spotlight, Esther Ralston, (6).
Ocean Blues, Jimmy Adams, (2).
For Crime Sake, Krazy Kat, (1).

METRO-GOLDWYN

Man, Woman, and Sin, John Gilbert, (7).
Heebie Jeebies, Our Gang, (2).

TIFFANY

Women's Wares, Star Cast, (7).

UNIVERSAL

One Glorious Scrap, Fred Humes, (5).
Galloping Fury, Hoot Gibson, (6).
Scrambled Honeymoon, Ben Hall, (1).
Winning Punch, Collegians, (2).
Oh, Mabel, Mike and Ike, (2).
Clearing the Trail, Newton House, (2).

WARNER BROTHERS

The Girl From Chicago, Myrna Loy, (7).

SMALL OVERHEAD—vs—BUYING POWER

Quality

Special Price on **Thumb Tacks** *for a Limited Time*

SOLID HEAD—STEEL
NICKEL PLATED
½ Inch DIAMETER

NEEDLE POINT

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QUALITY THEATRE SUPPLY CO.

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THEATRE EQUIPMENT—SUPPLIES—REPAIR PARTS—REPAIR SERVICE

DES MOINES FILM MARKET

BRIGHT BITS *and* NEWSY NOTES

J. I. Schnitzer, first vice president for FBO and C. E. Penrod, sales manager, were expected in Des Moines this week to hold a conference with the office and road force.

* * *

Miss Ruby Morgan is to be married next week. She is stenographer for the booking department at Universal. This office has been listening to wedding bells with some regularity and Miss Morgan it seems is persuaded to keep step. She will become the bride of Kenneth Willy.

* * *

The theatre at Pershing, Iowa which has made a number of changes in recent years is again under new management. The house was bought last week by Charles Moses, a new exhibitor in this territory. This theatre was previously owned by Mr. Karowitz.

* * *

C. O. Meisner, who just about a year ago built the new theatre at Greenfield, Iowa, an up-to-date small theatre which was a model for theatres of this class, sold the house last week. H. A. Stanley was the purchaser. Mr. Meisner has not yet made definite announcement of his plans.

* * *

The Palace Theatre at Carlyle, Iowa is another theatre which changed hands recently. Ted Yarowsky, head of the ad poster company which he organized in Des Moines, who has had this theatre for about a year, has sold it to John Dielhman.

* * *

George Nalor, manager of the Des Moines Universal office, recently purchased a new Lincoln car. He traded in his old Lincoln for the new car which is now on exhibition in Film Row, receiving the compliments of the trade.

* * *

Katherine Reynolds, the contract clerk at the office of Universal, appeared last week in a lovely new fur coat. Official opinion is that she looks very charming indeed in it.

* * *

The Strand Theatre at Milford, Ia., which was recently purchased by Mr. and Mrs. A. M. Leitch, has previously been under the management of the Leitch's. The recent repurchase of the theatre was made from Davies and Livingston.

* * *

J. H. Murphy, from the home office of Universal, was in the office in Des Moines checking up on play dates.

* * *

The American Legion Post at Malvern, Iowa, will sponsor the showing of pictures at the Community building on two evenings of each month. They have rented the auditorium on two nights of the month and will have charge of the shows on those nights.

* * *

Rev. Mr. Shaffer who has charge of the motion picture show at Harper, Ia., recently bought some new equipment for his theatre. Two rebuilt Simplex machines equipped with Mazda units were purchased from the National Theatre Supply Company at the Des Moines office and also a new screen.

* * *

The new theatre at Jefferson, Iowa, which is about ready for opening was recently equipped with a silver sheet screen. The theatre is opposition to the house operated by Waller and Michael.

* * *

Lou Elman, salesman for First National, is now on a short leave of absence.

* * *

"Banjomania," the Publix show at the Capitol in Des Moines last week was a popular drawing number.

WHAT THE PICTURE DID FIRST RUN

AT DES MOINES THEATRES WEEK ENDING NOVEMBER 12

STRAND

A City Gone Wild, (Paramount), Thomas Meighan.

BUSINESS: Good.

AUDIENCE REACTION: Liked it.

SUMMARY: Thomas Meighan is popular here; this one was especially well received.

ENTERTAINMENT MERITS: 90 per cent.

CAPITOL

Road to Romance, (M-G-M), Ramon Navarro.

BUSINESS: Fair.

AUDIENCE REACTION: Favorable.

SUMMARY: An excellent picture, but business was rather slow despite a big stage attraction also.

ENTERTAINMENT MERITS: 90 per cent.

DES MOINES

Two Arabian Knights, (United Artists), Louis Wolheim, William Boyd.

BUSINESS: Fair.

AUDIENCE REACTION: Laughed heartily at this one.

EXPLOITATION: Used two trick donkeys to parade with banners.

SUMMARY: No fault to find with the feature. That it did not draw bigger is attributed to the fact that fans are tiring of these war pictures.

ENTERTAINMENT MERITS: 90 per cent.

EXPLOITATION IDEAS AND HINTS

In Every Issue We Publish Detailed Accounts of What Various Exhibitors Are Doing to Promote Business. These Practical and Proven Ways of Putting Over a Picture Mean Money to You. Read This Section!

N-E-W-S B-R-I-E-F-S

All the publicity directors employed by Publix have been asked to submit a new name for the stage-band policy. New Idea Stage Shows, Paul Ash Policy and Stage-Band Shows are some of the names now being used which, it is contended, do not seem to fit snugly. A prize has been offered to the employee who suggests the winning name.

* * *

It's carrying the economy wave pretty far when actors have to pay to be permitted to act in a picture. That's what happens to the players being directed by H. C. Meals, formerly connected with a Los Angeles acting school, now head of Belmont Productions. These players—amateurs—of course, are really paying for experience and lessons. They receive an interest in the finished picture, which is turned over to a releasing company, should any returns come from that sourse. Meals' pupils have completed one film.

* * *

For the third consecutive quarter since the issuance by Hal Roach Studios, Inc., of the preferred stock of the company in March of this year, a dividend of one-half of one per cent has been declared in addition to the regular 2 per cent quarterly dividend.

* * *

Hundreds of letters are said to be received by Station WHN every week complimenting the broadcasting of the weekly 15-minute broadcasting of M-G-M news. Piano accompaniment adds to the realism of the broadcasting while Edward B. Husing, the announcer, gives a vivid description of the news events as they are screened.

* * *

Henceforth the Army and Navy department of the government will not permit the use of warships, armed forces or other material connected with the war department. Several film companies already have been refused in requests of this nature.

* * *

Mrs. Coolidge, wife of the president, was shown visiting a hospital in a Fox newsreel, and was not shown in any other newsreel. Other film companies producing newsreels complained, and Fox was asked to furnish them with a print of the scene, it being contended that news affecting the president was common property. This Fox refused to do. Will Hays has asked President Coolidge to arbitrate the matter, but so far as has been ascertained, Fox has not heard from the president, and the other companies have not been furnished a print of the picture.

* * *

"Silk" and "The Cup" are the titles of two pictures to be produced by Cecil B. DeMille for the 1928-1929 season as roadshow attractions, each picture to cost approximately one million dollars.

* * *

Buster Keaton, who has been appearing in person with his picture, "College," has cancelled the tour in its second week because the acrobatic tumbling which he has been doing was of such a hard nature that it has caused the star's body to become bruised and cut.

* * *

"Drums of Love" has been finished by D. W. Griffith for United Artists one week ahead of schedule and $50,000 under the budget allowed. Six weeks was required for the filming of this production which is Griffith's first under his new contract with United Artists.

* * *

As her first picture for First National, Estelle Taylor will appear in "The Whip Woman." Lowell Sherman and Antonio Moreno are included in the cast. Joe Boyle will direct from the original story by Forrest Halsey.

* * *

"Uncle Tom's Cabin," Universal's super-adaptation of the famous Harriet Beecher Stowe classic, had its world's premiere several days ago in the Central Theatre, New York City, before a brilliant audience. It was an especially auspicious opening and the extent to which it wrung tears and won applause gave conclusive proof of its audience qualities. Newspaper critics were extremely favorable.

* * *

Ameen Lawland, owner of the Montreal theatre which was destroyed by fire and resulted in the death of 79 children, was sentenced to two year in jail. Two other employees received a year each. The charge was not safeguarding against fire hazards and admitting children under age without being accompanied by an older person.

Of the approximate $2,500,000,000 to $3,000,000,000 invested in the motion picture industry throughout the world, the United States controls $2,000,000,000. There are about 52,000 picture theatres over the globe with a capacity of about 20,00,000 for 1,750,000,000 inhabitants. America provides 53 seats for every 1,000 persons, while in Europe the average does not exceed 20 seats. These figures were compiled by the United States Department of Commerce.

* * *

Weiss Brothers are producing an aviation serial entitled "The Mysterious Airman." The story is by Arthur B. Reeve, noted author of detective stories.

* * *

Carmel Myers has denied the recent rumor that she will enter the legitimate stage. She declares she will remain with the films.

* * *

There are more than 11,000 extras registered at the Central Casting Bureau. They must split $6,566 every day. There are less than three days a week work for extra girls.

* * *

Tiffany's third dimension pictures will be ready for the screen by January 1, according to M. H. Hoffman, vice-president of Tiffany-Stahl.

* * *

Charley Chase has extended his contract with Hal Roach for five more years.

* * *

Keith's net profits for the eight months ended August 31, 1927 are in excess of the same period of 1927 and the final returns for the year will exhibit a substantial gain over 1926 when net profit aggregated $1,187,954 or $2.97 a share on 400,000 outstanding common shares, according to predictions in financial circles, states The Wall Street News.

* * *

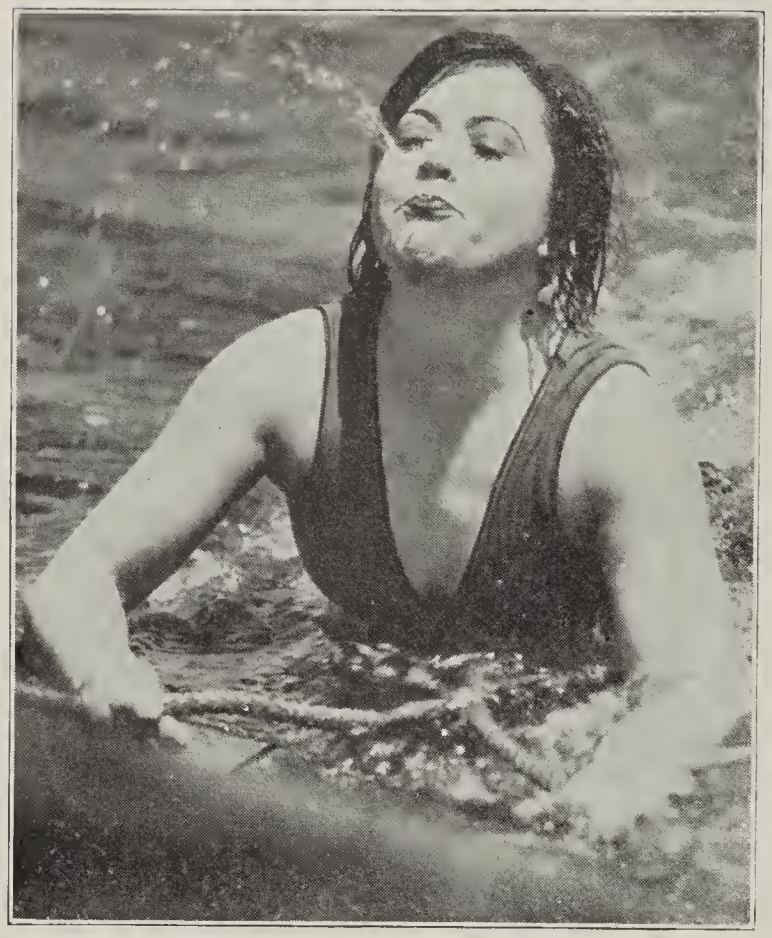
Reed Howes, who won recognition and praise in Rayart pictures, and lately with Clara Bow in "Hula," has been signed by Columbia to play the male lead opposite Claire Windsor in a new picture.

PICTURE NEWS

TOLD PICTORIALLY

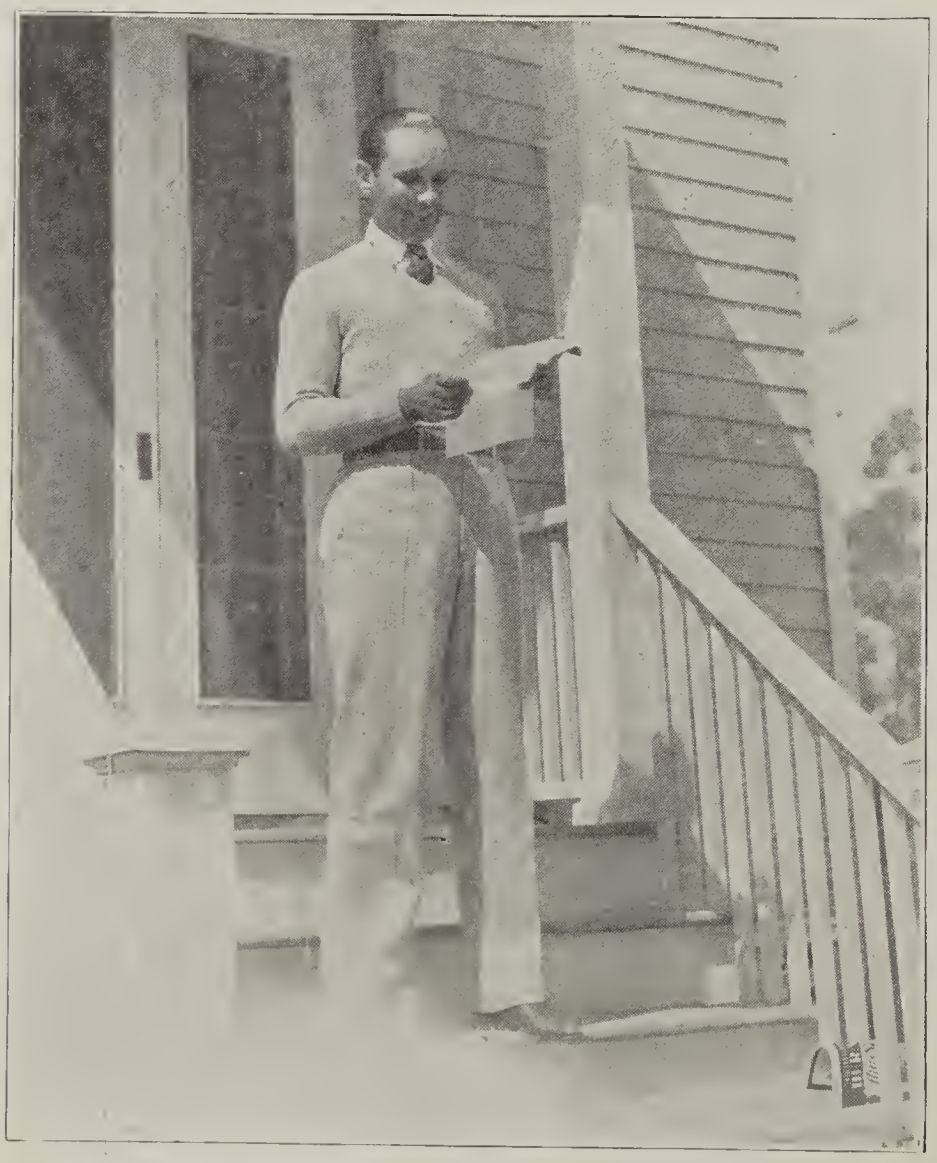
HAL ROACH

Maker of comedy stars, whose 1927-28 product, comprising several series of comedies, is being distributed through Metro-Goldwyn-Mayer.



Marie Prevost, Pathe-De Mille star appearing in "The Rush Hour" with Harrison Ford.

Two of the biggest guns in the film industry meet, but they are by no means strangers, for Carl Laemmle, president of Universal and Will Hays, czar of the M. P. P. D. A., are fast friends of years standing.



Jack White, back on the Educational Studio lot following his recent marriage to Pauline Starke.

Babe Ruth, King of Swat, appears in Harold Lloyd's newest Paramount release, "Speedy."

Pathé Hits
BLAZE ON BROADWAY

in triumphant showing at biggest first run theatres

DeMille Studio Productions for Pathe Release "

exclusively featured at B. S. Moss' Broadway, B. S. Moss' Cameo, Paramount, Gaiety, B. F. Keith's Hippodrome, Roxy *and* B. S. Moss' Colony—*week of Oct. 29.*

"A HARP IN HOCK" with Rudolph Schildkraut Junior Coghlan

JETTA GOUDAL in "The Forbidden Woman"

Cecil B. DeMille's KING OF KINGS Story by Jeanie Macpherson

WILLIAM BOYD in "DRESS PARADE"

PATHÉ NEWS

LEATRICE JOY in "THE ANGEL OF BROADWAY"

Something to Crow About!

"THE WISE WIFE" with Phyllis Haver

MARIE PREVOST "THE GIRL IN THE PULLMAN"

PATHÉ Comedies

PATHÉ-FABLES AND TOPICS OF THE DAY

VERA REYNOLDS in "The MAIN EVENT"

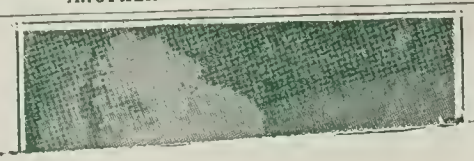
FRONT PAGE PUBLICITY

THE MORNING TELEGRAPH, SUNDAY OCTOBER 30, 1927

PATHE CORNERS ENTERTAINMENT MARKET ON BROADWAY

ALL NEW YORK PAYS HOMAGE TO FINE FILMS

ANOTHER TRIUMPH FOR PHYLLIS



RECORDS GO AS MIGHTY FEAT STUNS SHOWMEN

*** Editorial Telephone, Beekman 2000 NEW YORK AMERICAN—*A Paper for People Who Think*—MONDAY, OCTOBER 31,

De Mille Had Hand in Seven New Films on Broadway This Week

'THE MAIN EVENT,' FINELY DIRECTED

Yum! Yum!

'THE WISE WIFE'

'The Forbidden Woman'

Woman's

SUNDAY NEWS, OCTOBER 30, 1927 41

PATHE WEEK ON BROADWAY

DAILY NEWS, MONDAY, OCTOBER 31, 1927

23 **

"DRESS PARADE" GLORIFIES CADETS; "MAIN EVENT" K. O.

HARBORD TELLS PLANS

Strand's West Point Film Enjoyable; Roxy Pictorial a Fight Knockout.

By IRENE THIRER.

a Pathe production, directed by Donald Crisp and theatre.

William Boyd

MOTION PICTURES.

ACADEMY

WEDNESDAY, NOVEMBER 2, 1927

Leatrice Joy Turns 'Angel Of Broadway' at Colony

THE PATHE ROOSTER HAS EIGHT GOOD REASONS FOR CROWING

HOFFMAN
WILLIAM BOYD in "DRESS PARADE" STRAND
RUDOLPH SCHILDKRAUT in "A HARP IN HOCK" B.S. MOSS'S BROADWAY
JETTA GOUDAL in "THE FORBIDDEN WOMAN" PARAMOUNT
VERA REYNOLDS in "THE MAIN EVENT" ROXY
MARIE PREVOST in "THE GIRL IN THE PULLMAN" HIPPODROME
PHYLLIS HAVER in "THE WISE WIFE" CAMEO
LEATRICE JOY in "THE ANGEL OF BROADWAY"
JOSEPH SCHILDKRAUT in "THE KING OF KINGS" GAIETY

WHISPERS

of "Rio Rita" will aldorf-Astoria on No- the Pan-American . . . Owing to throat eslie has withdrawn of "Spring 3100" . . . farce, named "One pens at the Mayfair

EVENING GRAPHIC

Pathe Prize Ring Drama Featured at the Roxy

Can See the moth Motion Picture

CLE DM'S BIN

great Masterpiece y CARL LAEMMLE

FRIDAY NIGHT

daily—2:30—8:30 o Mat. at 3 OLLARD Production re by Dr. Hugo Riesenfeld

THEATRE, B'way at 47th St. Matinees — 50c. to $1.10 Evenings — 50c. to $2.20 Sat. & Sun. Mats. 50c. to $1.65 ALL SEATS RESERVED

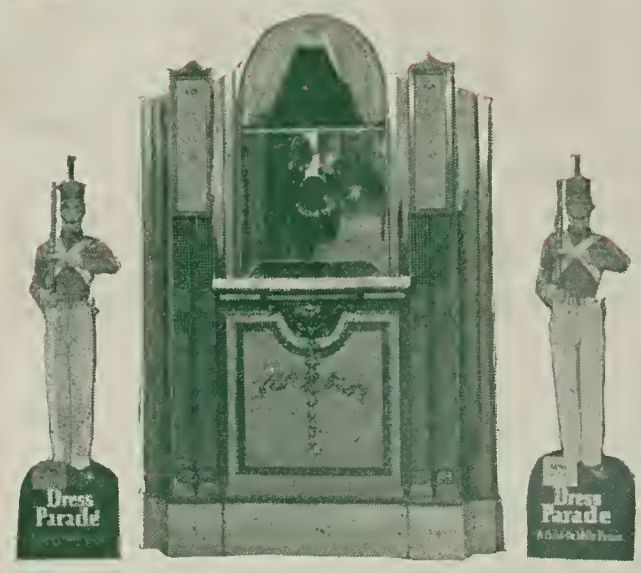
NOW ON SALE

WITH A CHORUS OF 50 STUDENTS OF

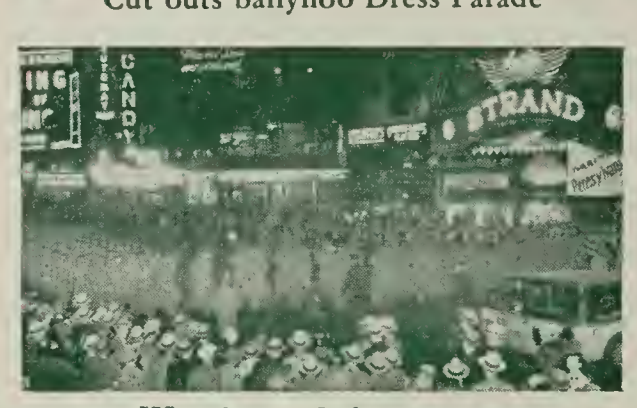
PLAYERS IN THE NINE PICTURES FROM PATHE-DE MILLE STUDIOS ON BROADWAY THIS WEE

Marie Prevost in "The Girl in the Pullman," Hippodrome | Rudolph Schildkraut in "A Harp in Hock," Broadway | Phyllis Haver in "The Wise Wife," Cameo Theatre | Leatrice Joy in "The Angel of Broadway," Colony | Jetta Goudal in "The Forbidden Woman," Paramount | William Boyd in "Dress Parade," Strand | Vera Reynolds in "The Main Event," Roxy

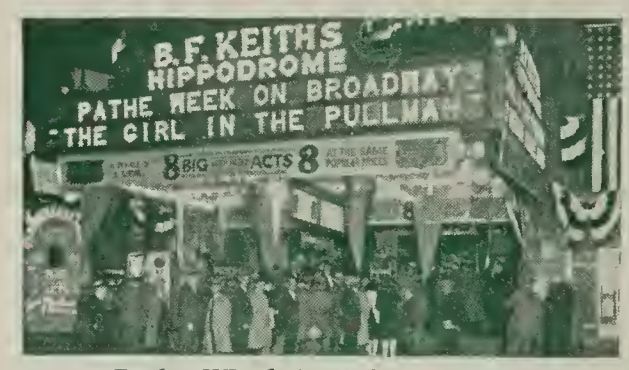
PATHÉ



Cut outs ballyhoo Dress Parade



300 West Point Cadets visit Strand



Pathe Week in lights on Hipp

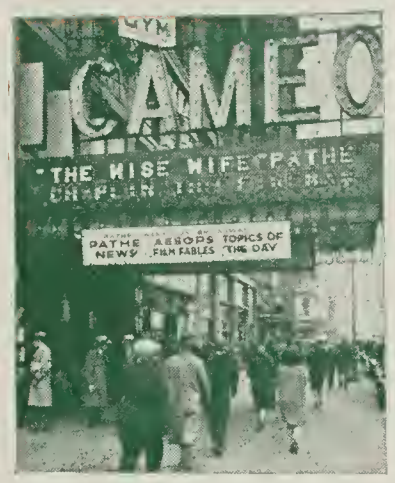
In the center of Times Square

Tie-up with War Department

Pathé

SHOWMANSHIP THAT STARTLED THE INDUSTRY

It is estimated that more than one million people in Greater New York were entertained by Pathe Pictures at Broadway's biggest first-run theatres during week of October 29.



B. S. MOSS' CAMEO

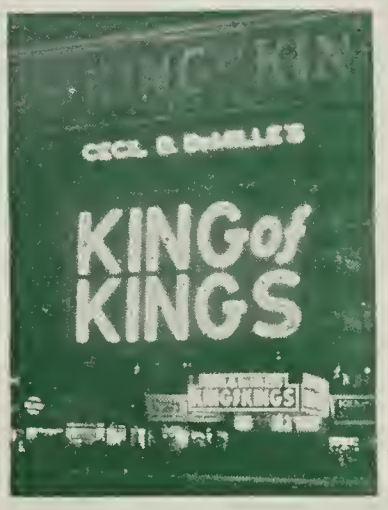
PARAMOUNT

NEWSPAPER ADS THAT PULLED THEM IN

B. S. MOSS' COLONY

ROXY

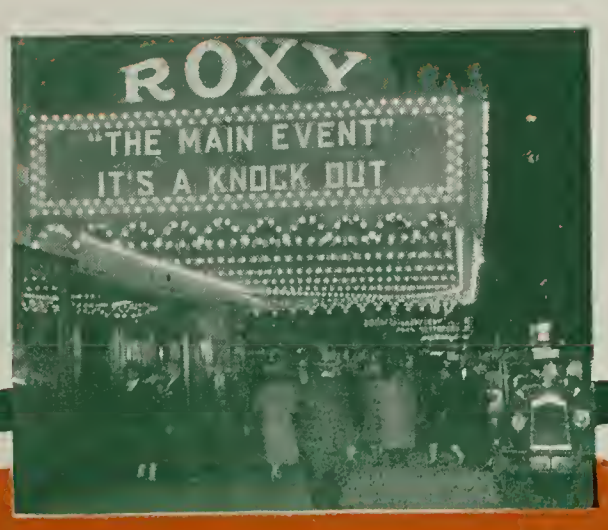
MARK STRAND



GAIETY

B. F. KEITH'S PALACE

B. F. KEITH'S HIPPODROME



A PERFECT SCORE !

Pathé

"best West Point picture to date"
N. Y. Daily News

JETTA GOUDAL
in
THE FORBIDDEN WOMAN
with Victor Varconi and Joseph Schildkraut
Adapted by Clara Beranger from an original story by Elmer Harris
Directed by Paul L. Stein

WILLIAM BOYD
in
DRESS PARADE
with Bessie Love
A Donald Crisp Production
Screen Play by Douglas Z. Doty
from the story by Major Robert Glasburn Major Alexander Chilton and Herbert David Walter

MARIE PREVOST
in
THE GIRL IN THE PULLMAN
with Harrison Ford Franklin Pangborn Kathryn McGuire and Harry Myers
An Erle C. Kenton Production
Adapted by F. McGrew Willis
from "The Girl in Upper C"
by Willson Collison
Supervised by F. McGrew Willis

"movie-goers will get many a laugh"
N. Y. Evening World

"praiseworthy picture—one that most movie-goers will want to see."
N. Y. Daily Mirror

LEATRICE JOY
in
THE ANGEL OF BROADWAY
with Victor Varconi May Robson and Clarence Burton
From a story by Lenore J. Coffee
Directed by Lois Weber

"one of the best things Leatrice Joy has done."
N. Y. Evening World

"well acted and consistently entertaining"
N. Y. Evening Journal

THE WISE WIFE
with
PHYLLIS HAVER
Tom Moore, Jacqueline Logan and Joseph Striker
Adapted by Zelda Sears and Tay Garnett
from the story by Arthur Somers Roche
Directed by E. Mason Hopper

Cecil B. DeMille's
KING OF KINGS
Story by Jeanie Macpherson

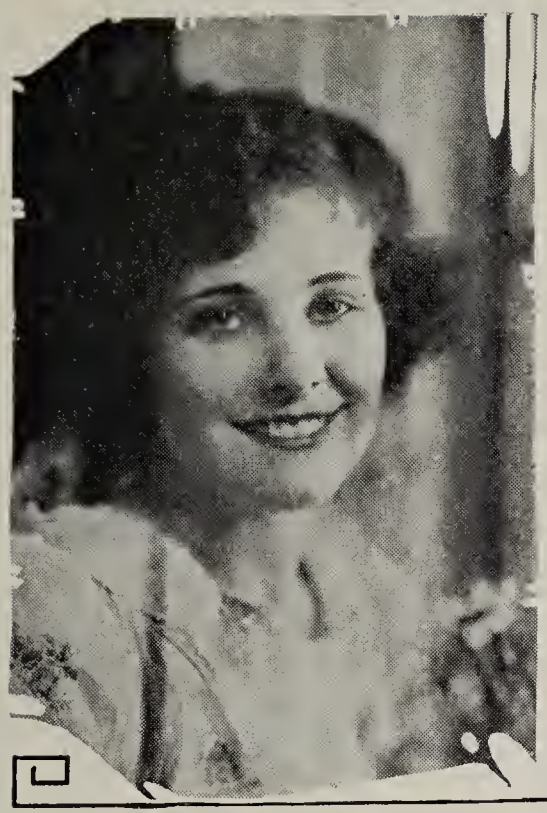
VERA REYNOLDS
in
THE MAIN EVENT
with Rudolph Schildkraut, Julia Faye, Charles Delaney and Robert Armstrong
from the story "That Makes Us Even" by Paul Allison
Continuity by Rochus Gliese
Directed by William K. Howard

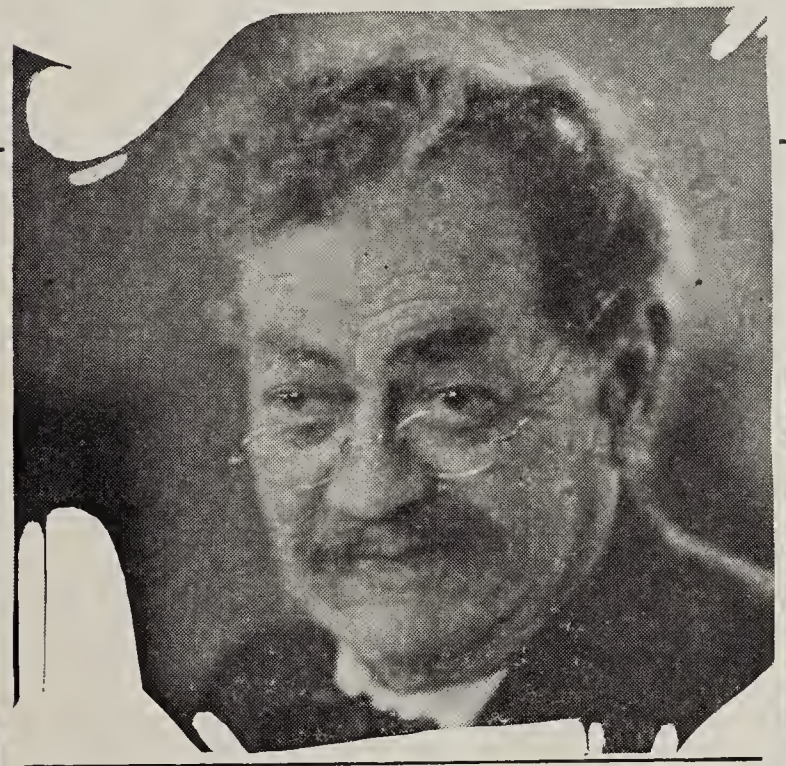
"Roxy pictorial a fight knockout"
N. Y. Daily News

"7th big month on Broadway"

A HARP IN HOCK
with
Rudolph Schildkraut and Junior Coghlan
A Renaud Hoffman Production
Adaptation and continuity by Sonya Levien
From a story by Evelyn Campbell

"production good, direction intelligent, acting excellent"
Variety





Scenes from "The Country Doctor," a Pathe De Mille feature with Rudolph Schildkraut in the title role supported by Virginia Bradford, Frank Marion, and Junior Coghlan.

The PICTURE GUIDE

Little Tips on New Pictures

Clancy's Kosher Wedding

Distributed by F B O.
DIRECTOR: A. E. Gilstrom.
STAR: George Sidney.
SUPPORT: Sharon Lynn.
TYPE: Irish-Jewish comedy drama.
TIME: The present.
LOCALE: New York's east side.
LENGTH: 6 reels.

SYNOPSIS: Hyman Cohen and Timothy Clancy are proprietors of clothing stores side by side. Both resent the love of Leah Cohen and Tom Clancy. Izzy Murphy, a prizefighter also loves Leah. And then the day of the big Irish-Jewish picnic arrives. A fight between Izzy and Tom takes place; a promoter suggests that they fight it out in his ring for a $5,000 purse. Both make an agreement that the loser retire from the competition for Leah's hand. Tim and Hyman wager everything they own on the fight. After the fight is over, a moving van is seen to carry off the last of Cohen's possessions, and when everything looks gloomy for the Cohens, Mr. and Mrs. Clancy and son burst into the room and carry them back to their old home.

HIGHLIGHTS: The Irish-Jewish picnic, the fight, the comedy actions.

The Bells

Distributed by First Division.
DIRECTOR: James Young.
STAR: Lionel Barrymore.
SUPPORT: Lola Todd.
TYPE: Psychological drama (from Sir Henry Irving's famous stage production).
TIME: Not so long ago.
LOCALE: Alsace.
LENGTH: 7 reels.

SYNOPSIS: Village life in Alsace is picturized. The light hearted life of the villagers, as revealed in their work, their dances, their quaint courtship and their quaint festivities, is in sharp contrast with the tragedy in the complex life of their friend, Mathias, the Barrymore role. His conscience is forever hearing the ringing of "the bells" by the hand of the man whom he murdered. He awakens after a horrible dream, but the horror has entered his soul, and he dies without revealing the truth of the hideous murder which he has committed.

HIGHLIGHTS: Alsatian life, the murder of a Jewish traveler, the conscience-stricken characterization.

Jesse James

Distributed by Paramount.
DIRECTOR: Lloyd Ingraham.
STAR: Fred Thomson.
SUPPORT: Nora Lane, Montagu Love, Mary Carr.
TYPE: Historical drama.
TIME: Latter part of the nineteenth century.
LOCALE: Kansas and Missouri borders.
LENGTH: 8 reels.

SYNOPSIS: The famous outlaw is first introduced during the Civil War days as a member of a hard riding Confederate cavalry outfit. As the story develops, both Jesse and his brother, Bob, are attracted to a beautiful girl named Zeralda. She, in spite of her coldness, becomes interested in Jesse. Thrilling incidents follow from the time he enters General Grant's tent in disguise, risking his life in battle, then putting over a spectacular train holdup until he is married to Zeralda. The final wedding scene is a distinct novelty. Jesse holds up a stage coach, and Parson Bill who appears from beneath a cushion, marries them clinging to the drivers seat as Jesse drives the coach at top speed with Zeralda beside him. And just one more word—Silver King, the faithful horse, plays an important part.

HIGHLIGHTS: The stage-coach holdup, the train holdup, plenty of laughs to punctuate the action.

Isle of Forgotten Women

Distributed by Columbia.
DIRECTOR: George B. Seitz.
STAR: Conway Tearle.
SUPPORT: Dorothy Sebastian, Alice Calhoun.
TYPE: Romance drama.
TIME: The present.
LOCALE: The tropics.
LENGTH: 6 reels.

SYNOPSIS: An American youth assumes the blame for an embezzlement in order to shield his father from suspicion and ruin. The innocent boy goes to Paradise Island in the tropical regions for adventure. Despite his seeming guilt, his fiancee retains her faith in him. On the island he finds himself in possession of an entrancing native girl, who insists she belongs to him, and over whom he is forced to fight when her old lover becomes insanely jealous. A tragic ending comes to both the native lovers while the American and his girl are reunited again. The latter tells him of the real defaulter's confession—and then wedding bells follow.

HIGHLIGHTS: Tropical life, Tearle's notable characterization.

The Thirteenth Juror

Distributed by Universal.
DIRECTOR: Edward Laemmle.
STAR: Anna Q. Nilsson.
SUPPORT: Francis X. Bushman.
TYPE: Crook melodrama (from the stage play, "Counsel for the Defense").
TIME: The present.
LENGTH: Six reels.

SYNOPSIS: Henry Desmond, a lawyer, has an argument with Quinn, whom he shoots and kills. When the case come up in court later, the guilt is thrown on Richard Marsden. Helen, the wife of Marsden, was at one time a sweetheart of Desmond; and so she asked the lawyer to defend her husband. During the long drawn-out trial, Marsden is found guilty, but Desmond declares that he committed the murder. The officials believe that he has gone out of his mind and refuse to believe him. Through a clever hoax, however, Desmond produces evidence which proves his guilt and the picture culminates in a thrilling climax of friendliness and love. Desmond is released on a plea of self-defense and sails for Europe.

HIGHLIGHTS: The friendship between Desmond and Marsden, the murder, the trial.

Exhibitors--
Send Us
Your
Exploitation
Stunts
and Ideas

SHORT SUBJECTS

Spice of the Box Office

The Piperock Blaze

Universal—Two Reels

Susie Harper and Carry Waite are attempting to repair the roof of their house when Dirtyshirt Jones and Magpie Simpkins come along and take the job off their hands. The tar paper unrolls and knocks Dirtyshirt off the roof. Next Magpie is mauled around by Susie's mother for intruding. They decide that tar paper is too dangerous to handle and get some shingles on top of the chimney, choking the draught. Dirtyshirt sees clouds of smoke pouring out of the house. They turn in a fire alarm and the volunteer brigade turns out, headed by Judge Steel, the chief, who forgets where he put the key to the barn. They finally get the truck out and pull it to the smoking house. Magpie goes in to rescue Susie's mother, who is asleep on the couch. She is so vexed at being disturbed that she knocks him down, then carries him out and dumps him on the porch. After all is said and done it turns out that the biscuits are not fit to eat.

King Harold

Pathe—Two Reels

This is one of the Henry and Polly series. Henry does not like the idea of playing in an amateur dramatic show for charity, but his wife insists that he take the leading part. After making several unsuccessful attempts to get away, the night of the show finally arrives. But as usual with most amateur shows everything goes wrong. But everything is so entirely wrong that it seems funny to those who have come to see the show. One of the actors takes too many drinks and a fight is started on the stage between the drunk and Henry which the audience thinks is part of the show.

Three Missing Links

F B O—Two Reels

The Standard fat men display their woes in this two-reeler. In a wash room they gain the enmity of a state official by making him a victim of their abuses. Further hate is aroused when all three get into the fellow's car which collapses under their weight. At police headquarters the three fat boys are mistaken for friends of the governor, and they are treated royally until it is discovered that they are candidates for the police department. The fellow whom they had mistreated becomes their boss, and when the fat chaps are put into the motorcycle squad, the fun begins.

Pie Curs

Paramount—One Reel

Krazy Kat and a rhino are the leading characters in this single reel cartoon comedy. Krazy and his opponent have entered a pie-eating contest which is held in a regular boxing ring. A machine turns out pies at a great rate of speed and the pastry piles up to great heights. The two contestants enter the ring, shake hands, the bells strikes, and the big event is on. The rhino with his big mouth is able to put away the pies in rapid succession, but poor Krazy Kat has a tough time. At last Krazy's friend substitutes a set of springs for a pile of pies and the rhino gulps it down, choking him. This allows Krazy to get ahead and win the race.

The Little Rube

Educational—Two Reels

Dorothy Devore is a shy little country girl who is somewhat mistreated by her uncle and cousins. There are a number of barnyard scenes all of which are thrown together into pretty good slapstick. At last the uncle, cousin, and Dorothy go to the city to attend a society function of a relative. They are out of place in their rustic clothes and they make things hum around the place when they bring in a little pig which gets lost in the punch bowl. The rich young fellow who has been told he must marry Dorothy's cousin, turns his attention to the little rube, and they all drive off in a horse and buggy which is covered in police tickets for parking by a fire plug.

No Fuelin'

Educational—One Reel

Felix is faced with the prospects of a cold winter and no fuel. His wife and children weep on his shoulder because there is no coal and no wood to keep the home fires burning. So Felix goes out to replenish the supply. Grief hits him everywhere. He mistakes an elephant's trunk for a tree and a stork's leg for a twig, and numerous other misfortunes. At last when Felix has a bag full of wood, collected from furniture, a woodpecker gets into the bag and starts pecking. By the time the cat gets home there is only one log left. The woodpecker eats most of the log and uses the rest for a toothpick.

Scared Silly

Educational—Two Reels.

Johnny Arthur is the star of this Tuxedo comedy. The story deals with Johnny's bad luck of having to stay away from home owing to the fact that his cook has contracted a contagious disease which puts his home under quarantine. A friend, who is leaving town, permits Johnny to stay in his home while he is gone. The valet of the house leases the house to a crystal gazer and the action is taken up with Johnny's efforts to avoid the sheeted spooks.

Rest Day

Educational—Two Reels

Monty Collins, Educational's new comedian, is the hero in this short subject. His wife is away and Monty has a terrible time getting breakfast without breaking all the dishes. A lunatic escapes from the asylum and gets into Monty's apartment building. As Monty and the lunatic are similarly dressed the inhabitants of the building are continually chasing the wrong fellow, until the guards arrive and take the crazy man away. Action and gags make it a pleasing two-reeler.

Blind Man's Bluff

Universal—Two Reels.

Fights and romantic scenes are the highlights of this Universal featurette. Jack Perrin, as a member of the Northwest Mounted Police, is inflicted with snow blindness and is carried to the cabin of the McKims by LaRue, the villain. The McKims nurse him and gradually Jack's sight is restored, although he does not let them know it. LaRue is about to swindle the McKims out of a fortune, and Jack comes to the rescue in time to expose the villain and win the girl.

Ko Ko Explores

Paramount—One Reel

Ko, Ko, our little cartoon clown, gets restless in his inkwell so Max Fleischer, the cartoonist, lets him out of the bottle. So Ko Ko and his faithful dog start out in search of adventure. They visit far-off places, are confronted with all kinds of dangers, including being chased by cannibals. But each time Ko Ko and his canine brother are saved by Max who uses his pen to manufacture means of escape. Ko Ko makes a good short subject.

Sunday Show Fights At Three Iowa Cities

Sunday movies are again the question, and Cumberland, Iowa, is the scene of another fight on this question. A petition has been made to ban the Sunday shows, but the struggle is now at a deadlock, the council having ignored the petition signed by 100 women of the town, asking for the banishment of Sunday shows in Cumberland.

Lansing, Iowa, is also debating upon the question of Sunday shows. Here the decision will be made in a special election, the exhibitor there paying the expense of this special election.

Perry, Iowa, will decide the Sunday show question on November 18 when the special election will bring the voters to the polls to cast their ballots for or against the Sunday show. A special election was held at the time when the Blue laws were imposed upon Perry and the theatres have been dark on Sunday since May 1, 1924.

Tie-up With Dry Goods Store Boosts Patronage

Herb Grove, manager of the Des Moines Theatre, Des Moines has found very successful his policy of cooperation with Younker Brothers, one of the leading dry goods houses, in putting over his shows on, "Underworld." He did a fine business which it seems must be attributed to his plan of giving a special show at which the Younker Brothers were hosts in return for the special exploitation given by the circulars which were put in each package sent out by the store advertising the show. The same scheme is being used in the exploitation of "Two Arabian Knights" this week.

Bowling League Progressing

The Des Moines Film Bowling League is coming right along having just started a week or so ago. Jimmy Shea of the F B O office is one of the most enthusiastic backers of the bowling tournament but the leading team comes from First National. Elmer Tilton manager for First National is also quite a booster for the game and one of the big scoreres. His team is made up of himself, Paul Grove, Mayo Beatty and Gene Melone.

EXHIBITORS—
Send in your
Short Subject
Box-Office Reports.

Who Is Iowa's Oldest Exhibitor? Speak Up, Men!

Iowa theatre men, speak up! The first rumor was to the effect that Iowa's oldest exhibitor was from Red Oak, Iowa. That rumor is still not tracked down. But another rumor comes to challenge it. Report has it that Buster Brown should hold the long time record with eighteen years service. Mr. Brown is an exhibitor at Iowa City.

Lionel Wasson to Waterloo

Lionel Wasson who has been doing the publicity for the Blank-Publix houses in Iowa since the beginning of the Publix Shows in this territory, has been transferred to Waterloo to work on the opening of the new theatre there. The theatre is to be christened the Riviera and will open about Christmas time. Although no announcement has been made as to who will have the management of the Riviera there is a strong probability that Mr. Wasson may be appointed to this position.

West Coast Buys National Equipment

New spotlights were bought for the West Coast Theatres at Cedar Rapids, through the Des Moines office of the National Theatre Supply Company last week. New spotlights were also purchased by West Coast for the theatres at Clinton. The West Coast Theatres, Inc., recently bought the houses owned in Iowa by Alexander Frank. They have their headquarters in Iowa at Waterloo, Iowa the former headquarters of the Alexander Frank interest.

Mr. Frank is enjoying a two months vacation trip.

"Dress Parade" Screened For Iowa Guard Officers

A special showing of "Dress Parade" was given at the screening room of Pathe last Saturday which was attended by officers of the Iowa National Guard. General Ross, Colonel Findley, Colonel Haynes, Colonel Grahl and Captain Crawford witnessed the screening of this feature which the war department is urging all national guard units to boost. Comment upon the picture was most favorable.

This film is scheduled to show at the Des Moines Theatre in Des Moines, but the date has not yet been set.

Strikes and Spares

Lee R.—often called "Dollie"—Van Dollan, was the "big cheese" Monday with his 202 game. Van has always claimed that he could bowl a 200 game —now he can prove it because it's right here in black and white.

o o o

United Artists- First National dropped 2 games to Paramount. Mistakes will happen though: for instance, some of the folks at the banquet put cream and sugar in their soup thinking it was tea.

o o o

The Monsky boys put on their act Monday. Phil came out on top but oh, what a time he had.

o o o

Metro-Goldwyn-Mayer for reasons better known to themselves have withdrawn from the league. The vacancy is being filled by a gang from Fox. It is reported that they have signed up Art Stolte and Gus Harms so that gives them a good chance to get along.

o o o

Everything will be running according to Hoyle from now on. The energy previously used in arguing can be applied to the old apple. Lets hope that the result will be more strikes and spares.

o o o

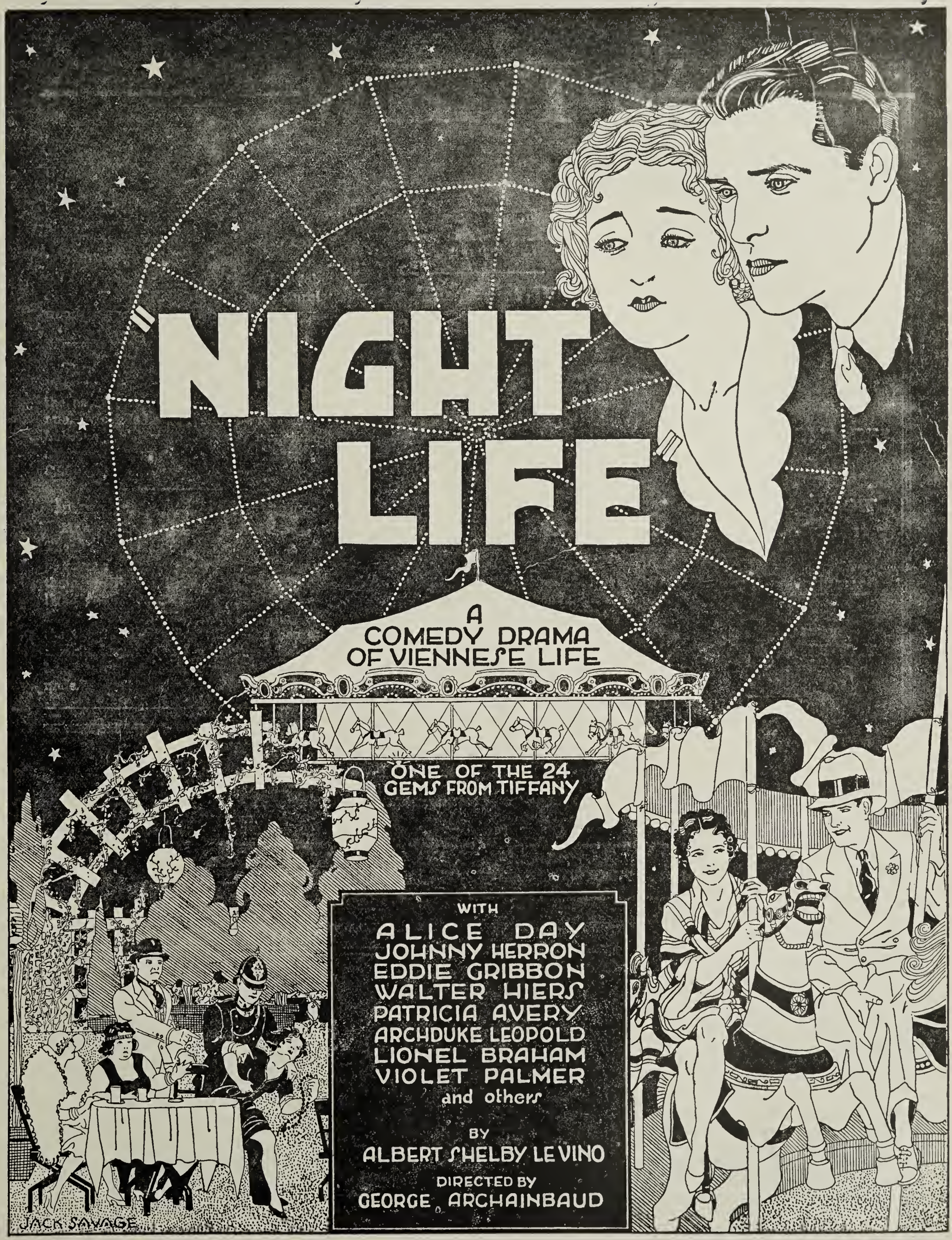
Bill Gorham is forced to lay off for a few weeks on account of his doctor's orders. Make it snappy Bob and get back into the game—your team needs you.

o o o

Bill Brimmer and Fritz Friend tried to bowl a game but Fritz made so many fowls that he was disqualified. The fact is Fritz sent the ball down the wrong alley half the time.

EQUIPMENT AND SUPPLIES

This Section of This Trade Paper Throws the Spotlight on New Developments and Interesting Information Concerning Old Ones That Have Been Overlooked. Read This Department!



Distributed by **RENOWN PICTURES Inc.**

H. F. LEFHOLTZ, Manager
1516 DAVENPORT ST. OMAHA, NEB.

Garters in Jar Attracts For "Gertie's Garter"

W. H. Bergemann, manager of the Strand, Fort Dodge, Ia., used a simple but very effective stunt in connection with "Getting Gertie's Garter."

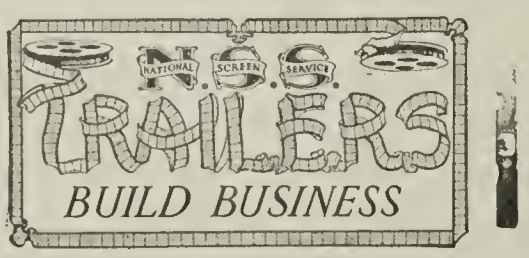
Bergemann tied up with a department store for a window display of garters. A large glass jar was placed on display and a contest calling for the guessing of the correct number of garters within the jar was announced. The guesses were registered at the store's hosiery department and to the winner a pair of silk hose was presented. Bergemann gave ten double passes to the runners-up.

Another good campaign put over by Mr. Bergmann was a lobby display for "Alias the Lone Wolf." A glass showcase was placed in a conspicuous part of the lobby. From the police station Bergemann borrowed some burglar tools and handcuffs. These he put in the showcase along with stills from the picture. A large stuffed wolf was placed beside the display. The stunt attracted a big crowd.

Miniature Flats Built for "McFadden's Flats"

The erection of a three-story miniature flat building under the marquee was a means of attracting a great deal of attention to "McFadden's Flats" when that picture played the Majestic Theatre, La Salle, Ill.

Eight men worked an entire day on the job. When completed the little building had glass windows, curtains, a fence, and a flower garden. On the first floor a cut-out head of Charles Murray was seen looking out of a window at the garden. On the other side of the building was a cut out of Chester Conklin.



An AD-itorial

By E. L. Delaney,
M-G-M Exploiteer.

The movies are supposed to have emerged from the "5 & 10" class about the time John Bunny pictures went out of date. But the only difference between some motion picture theatres today and the local "5 & 10 cents" store is,—that it is conspicuous by its red front and attractive window displays. Frank W. Woolworth, the man who made the nickel and dime famous, was as good a showman in his way as P. T. Barnum ever was. He painted red fronts all over the country and made window displays—so attractive that they even lure thin dimes from Scotsmen's pockets.

Some motion picture lobbies and "window displays" have about as much lure as Lon Chaney has sex appeal.

Woolworth doesn't use newspapers and billboards to put his messages across. He doesn't have to. But neither has he raised his prices nor does he change his features every few days. If Bill Smith bought tooth paste or tack hammers there last month he knows he can get them again next year. It's not the same with pictures.

The exhibitor who is in the parade of progress knows that the "5 & 10" method of selling pictures to the public is as dead as the Bull Moose party.

Wise showmen believe in the well known business axiom that good advertising, intelligently conceived and judiciously carried out will always pay for itself. The reason that some exhibitors shun the promotion efforts and advertising aids that will pay them extra dividends is because they have an ingrained apathy and aversion to anything like extra work. Their's is the line of least resistance.

They'll talk a lot about "getting out my advertising"—and all the work they do on it—when the sum total of it is to clip a made display ad from a press book and send it to the newspaper with or without a "mat."

The stock alibi of "if the picture's good the people will know about it anyway" is as threadbare as the upholstery in their projectionist's 1928 sedan is not.

Millions of people know by this time "how to keep that school girl complexion," but Palmolive goes right on spending millions to remind them of it. And King C. Gillett never stops telling us that he's the man who made self-shaving popular.

The men who have lifted the "flickies" out of the "5 & 10" rut, into the "two-bits" class and on up to the $2 scale, were workers, not shirkers. And good advertising, properly conceived and carefully executed, has been one of their chief "uplifters."

The exhibitors who have followed in the trails they blazed, and there are hundreds of them fortunately, are the ones who enjoy profits today instead of talking pessimism.

What good fertilizer is to the farmer, good advertising is for the picture business. It yields two admissions where only one grew before.

Spook Parade

During the showing of "The Cat and the Canary" at the Orpheum, Akron, O., the management arranged a spook parade. Contestants were asked to dress up to resemble ghosts and all who entered were admitted free.

The four winning spooks were used as a ballyhoo in front of the theatre during the showing of the picture.

Contestants in a spook parade promoted by the Orpheum, Akron, O., during the showing of "The Cat and the Canary."

Essay Prize On Contrast Role of George Bancroft

Roy Slentz, manager of the Rialto Colorado Springs, took advantage of the situation when two pictures starring George Bancroft followed each other at his theatre. The two pictures were "Underworld" and "Tell it to Sweeney."

A prize was offered to the person who wrote the best essay on the question, "In which role do you like George Bancroft the best?"

The contest was announced during the showing of "Underworld" which induced patrons to return to see the other picture. The stunt proved very successful.

Plenty of "Pep" Campaign

The Laura La Plante "Pep" campaign rolls along with added momentum, it was revealed when Universal's Special, "The Cat and the Canary" played at the Palace Theatre in Fort Wayne, Ind. The Hoosier Grocery and the Mercantile Grocery company put out 150 quarter sheets with Laura La Plante, and secured over 100 store tie-ups. There were 20,000 special coupons distributed, two for one matinee admission to be given away with every purchase of "Pep."

In addition, the Hoosier Grocery company, in advertising their 69 chain stores, carried a special announcement in their ad about Laura La Plante and the special coupons given away with each package of "Pep" for admission to "The Cat and the Canary." The Mercantile company did the same thing in advertising their 32 chains. The district Kellogg representative got a special appropriation from the Battle Creek home office for a big newspaper ad.

Novelty Heralds Given Out At Circus Parade

John Creamer of the Orpheum, Atchison, Kas., put one over on a circus recently in exploiting "The Sunset Derby." While crowds were lining the sidewalks waiting for a circus parade, Creamer distributed special heralds, which read: "We Have No Parade Today but You Can See the Best Show in Town at the Orpheum." The words "no parade" were printed in very large type which insured the herald being read by those waiting for the circus procession.

EXHIBITORS—

Send in your

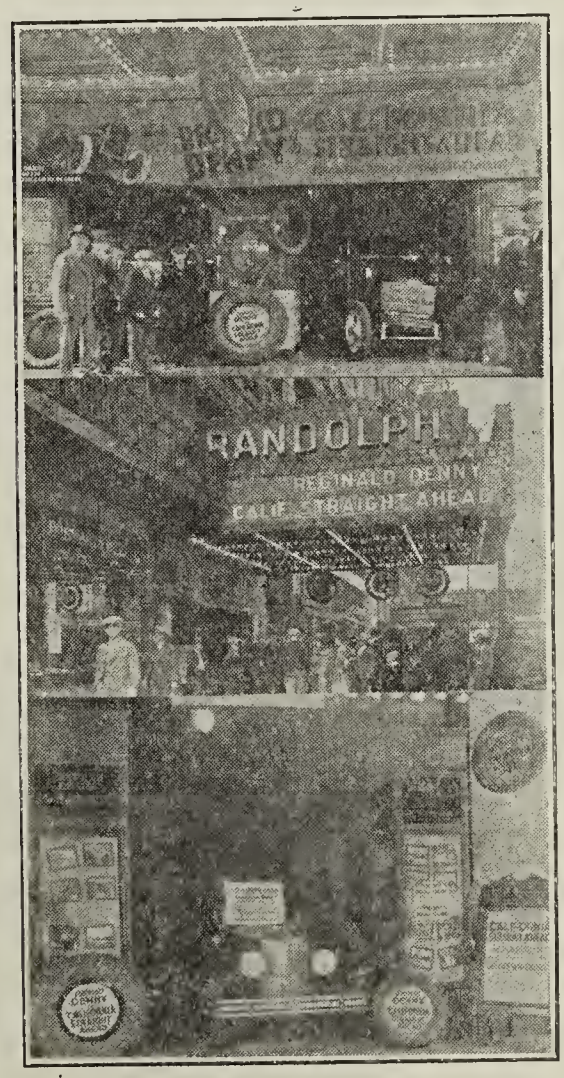
Box-Office Reports.

The LOBBY
---Display Window of your Theatre

By JACK E. BAKER

An Effective Tieup and Display for Any Picture Featuring An Auto Race

Feature pictures in which automobile races play a prominent part are frequently booked by exhibitors and are especially easy to provide lobby displays and exploitation. Illustrated above are lobbies of the Randolph Theatre, State and Randolph streets, Chicago, showing an effective tieup for "California Straight Ahead." This was a Universal film featuring Reginald Denny, but a similar exploitation will be equally effective for other pictures in which there are motor races.



Any automobile or tire concern will cooperate in providing cars and tires for the atmospheric backgrounds. In this case, tires were hung from the canopies and around the lobbies, while two automobiles were placed in the lobbies.

A racing car used by Cliff Woodbury, a well known racing driver, was loaned and placed in the lobby near the window, as shown in the upper picture. This same car had been used by Lillian Boyer, the girl stunt flyer, who made a jump from the racer going 75 miles an hour to an airplane swooping overhead.

In the center picture is a scene of the crowd which was attracted by the display, while at the bottom is a glimpse of a Diana roadster used for advance publicity on "Phantom of the Opera." This car has been christened by Mary Philbin, who had the leading feminine role.

The entire display for either picture cost only a few dollars and the only expense was that of making the few placards and banners used. The idea is so adaptable to any picture featuring automobile races that it affords an inexpensive but effective display.

Billing and Special Stunts Put Over the "Big Parade"

A great deal of billing and poster work was the basis of the campaign put on for "The Big Parade," when it played at the Lincoln Square Theatre, Decatur, Ill. Manager H. J. Wallace put on this campaign, assisted by an M-G-M exploiteer.

Five twenty-four sheets were used, 20 three-sheets, 150 one-sheets and 200 cards. Also four banners were hung in prominent places. Cutouts were made for the front of the theatre and a machine gun and flags were obtained for the lobby display.

A tie-up was made with the Conklin Bakery, whereby slips of paper with "Big Parade" ads were sealed in every loaf of bread from their place for three days before the picture opened. The bakery used eight thousand a day. For this the theatre ran a short trailer for the bakery, but gave no other prizes or tickets.

Eight thousand of the Blatz Heralds were used. Four thousand were given out at the theatre a week in advance of showing, and four thousand were distributed from house to house. Two thousand door handers were made and put out on the Saturday before the picture opened. Three of the oil paintings were displayed in prominent places.

The Decatur Herald arranged for a special merchants co-operative advertisement page. For this the theatre gave twenty-five pairs of tickets and some star stills. Special effects were used in connection with the presentation of the picture and a squad of local militia paraded the opening night.

Rodeo, Radio and Pulpit Boost "Ben Hur" Showing

Chariots in the rodeo parade, a preview for clergymen, radio contests, and announcements, and a newspaper essay contest and other new original exploitation ideas were used to put over "Ben Hur" at the Rialto Theatre, Colorado Springs, Colo. Manager Buzz Briggs, assisted by a Metro-Goldwyn-Mayer exploiteer, put on this complete campaign.

Each summer Colorado Springs is the scene for the popular Pikes Peak rodeo, an event that opens with a colorful street parade. Permission was granted to enter two chariots bannered "Ben Hur" and "Messala," respectively, driven by youths in Roman costumes.

The rodeo held sway for three days and a chariot race between Ben Hur and Messala was one of the daily features. Rialto rodeo handbills, playing up "Ben Hur," were distributed in the grandstand during the activities.

Seventy-five members of the Colorado Springs Ministerial Alliance were invited to attend a special preview of the picture. During the intermission a short address was made from the stage requesting the clergymen to submit written expressions of opinion regarding "Ben Hur," since it was only through such expressions that the Will Hays organization could determine what type of picture was best suited for public exhibition. The subsequent endorsements received were displayed in front of the theatre after clerical sanction had been obtained.

A contest, giving more publicity, was conducted over radio Station KFUM. The Gazette-Telegraph ran an "Amateur Critic's Contest" inviting reviews on "Ben Hur." Theatre passes were given as prizes. A special lobby, making use of the column suggestion in the presssheet, was used.

A three sheet cut-out of Novarro and McAvoy was displayed in the window of the Messalos Art Shop in connection with the children's drawing contest. Tickets for "Ben Hur" were offered the ten winning entrants.

Five thousand perfumed "Ben Hur" blotters obtained from the Jergen Co., were distributed in outdoing bundles of a laundry. Window displays of the book were used at book stores. One drug store displayed its "Ben Hur" perfumes and powders while fifteen stores used the eleven by fourteen stills in their windows. "Ben Hur" bookmarks were distributed at the public library.

"Shield of Honor" Badges Are An Easy Eploitation

Here's an exploitation that will link Universal's forthcoming production, "The Shield of Honor," with every school in the country. From time immemorial, children have striven for gold stars, merit medals and honor rolls. They did it when you were a youngster, and they are still at it.

Nat Rothstein, director of advertising and exploitation, conceived the idea of having the Philadelphia Badge Company, 942 Market Street, Philadelphia, make up beautiful "Shield of Honor" badges to be given to all children who are proficient in their work and deportment a month or two weeks previous to the local premiere of the picture.

This exploitation can be most effectively made between a local newspaper, schools and theatre. The schools are eager enough to secure a new and vital incentive to good work. In addition, the film portrays the valor of the police force and is inspiring to children. The newspaper, once the schools have endorsed the idea, will distribute the badges and give the necessary publicity to the picture. The schools furnish the paper with an honor roll of all pupils who have earned the "Shield of Honor" a month or two weeks in advance of the opening of the picture. On the day previous to the opening, the list is printed in the paper and the children call at the newspaper office for their badges.

The badges are well worth winning. They are made of heavy cardboard with a lustrous finish achieved by a process that gives the appearance of genuine silver. The lettering is stamped on in heavy black, and a brass pin is securely fastened to the back.

Public Showing Desire For Better Film Fare Says B. P. Schulberg

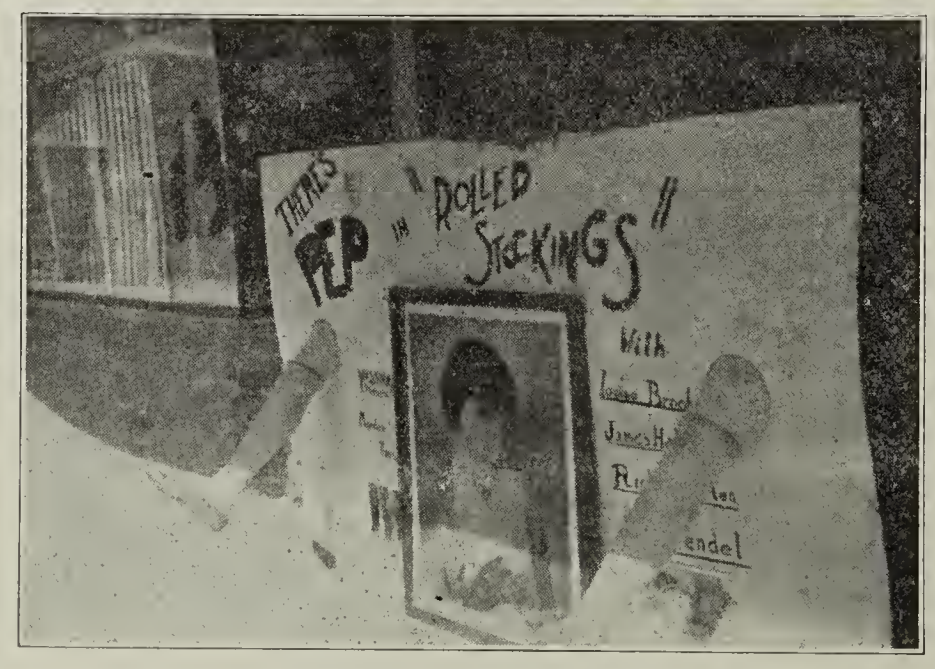
"Development of the film-going public's taste along changing lines is unshackling the hands of the screen playwright and giving him a freedom for bringing new ideas into pictures such as he has never possessed before." This was the message brought by B. P. Schulberg, associate producer of Paramount pictures, to the recent Paramount sales convention in Chicago.

"The most marked change in public screen demands has come within the past year," said Mr. Schulberg. "The public has shown that it wants positive characterizations in its film fare as well as incident. It has developed the demand for logic in the unfolding of screen stories which has made possible the production of pictures which do not have a happy ending. "The Way of All Flesh" and "Underworld," two of the greatest box-office sensations of recent years, are outstanding examples of this.

"Today the screen playwright may give vent to virtually any type of idea with reasonable assurance that the resultant picture will be a success, provided he brings it to the screen in a drama of undeniable power that is logically worked out. New paths have also opened in comedy construction.

"In response to this changed attitude, Paramount is preparing with assurance of success a list of pictures that even a year ago would have been a gamble requiring the utmost in business courage to produce," Mr. Schulberg stated.

He then went on to list "The Street of Sin," an Emil Jannings picture of somber theme; "Honky Tonk," a dramatic vehicle to star George Bancroft; "Doomsday," a picture that will present Florence Vidor in a role different from any she has ever before attempted.



One method of exploiting "Rolled Stockings," a Paramount comedy feature with Louise Brooks in the featured role.

THE CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors. Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

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BARGAINS

1—New Da-Lite 12x16 foot gold fibre screen with frame complete, list at $240.00. Special at_____**$165.00**

1—Power 6-A rebuilt projector 110 v. A-C- motor drive with ARC. special at _____**$195.00**

Many bargains in new A.C. and D.C. motors

Supplies, Tickets, Carbons and Everything for the Theatre

Expert Projector Rebuilding

NORTHERN THEATRE SUPPLY CO.
30 East Superior St.
DULUTH, MINN.
"The Independent Supply House of the Northwest"

FOR SALE—Photo player, $650. Also Cremona pipe organ, $600. 321 Securities Bldg., Des Moines, Ia. Ctf

MUSIC ROLL BARGAIN
QRS and US Piano Rolls 20c each, lots of 25 or more. Regular 75c and $1.25 rolls. Many new ones. Here's a bargain if you want new tunes. Hurry Majestic, Washington, Kas. P1t

WE SELL new seats and backs for all opera chairs and can MATCH yours. Send samples and write to Monarch Theatre Supply Co., Memphis, Tenn.

1 High speed (750) R.P.M. 10 H.P. gasoline or kerosene engine. Direct connector to 4 K.W. 60-75 volt D.C. Generator. Complete slate switchboard and instruments—F. O. B. $350.00. Guaranteed in good condition. Address Muse-U-Theatre, Tularosa, New Mex. P1t

MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St.
Omaha, Neb.
Telephone—Harrison 1285

MADELINE GRAHL Des Moines Rep.

Published Weekly by

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BEN SHLYEN
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Single Copies 10 cents.

FOR SALE: 1 new De Vry camera and one hundred feet of negative film. Cheap if taken at once. Address 110½ West 4th Street, Room 5, Grand Island, Nebr. P1t

THEATRE CHAIRS

500 Brand New Extra Heavy Veneer Chairs—Mahogany finish, 7 ply backs, ¾ in. thick, 5 ply seat bottoms ½ in. thick. Quick delivery. Remarkable low price. Write for exact photograph and full details. C. G. Demel, 845 South State, Chicago. P2t

750 veneered and upholstered chairs for sale cheap. Can be seen in storeroom at Regent Theatre, Flint. Write or phone W. S. Butterfield Theatres, Inc., 505 Insurance Exchange Bldg., Detroit, Michigan. C3t

POSITION WANTED

AT LIBERTY.—A-1 violinist, experienced all lines. Double banjo and alto. Large library. Can furnish drummer with all around experience. George Rausch, 2309 E. 38th, Kansas City, Mo. P1t

THEATRE WANTED

THEATRES WANTED to lease or manage: 300 to 500 seat Chicago theatres. Write Box 116, 1400 East 53rd Street, Chicago, Ill. P1t

EQUIPMENT WANTED

WANTED 1 small pop corn machine. "Peerless" or similar preferred. Address Muse-U-Theatre, Tularosa, New Mexico. P1t

WANTED TO BUY: 2 Powers 6-B projectors. E. A. Dosek, Ulysses, Nebr. P1t

GIFT SOUVENIRS

GIFT NIGHT MERCHANDISE. OVER 300 FINE NOVELTIES IN OUR LARGE FREE CATALOG AT GENUINE WHOLESALE PRICES. WRITE TODAY. NO OBLIGATION. FAIR TRADING CO., INC., 307 SIXTH AVE., NEW YORK.

MISCELLANEOUS

35-Word, 3x8 bills, per 1000, $1.00; Letterheads, envelopes, cards, 200, $1.00. Printed, prepaid fast delivery. King Press, Warren, Ill. P1t

What Do You Want?

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—TO BUY A THEATRE
—A JOB, A POSITION OPEN
—TO BUY OR SELL EQUIPMENT
—MISCELLANEOUS ARTICLES

Whatever you want---

It Will Pay You To Advertise Your Needs In

The Clearing House

BOX-OFFICE REPORTS

COLUMBIA

The Clown.—Very good circus story. Pleased well. Print good.—Cecil Dye, Storm, Oakland City, Ind.

The Clown.—One of the best circus pictures I ever used. Entertaining, clean, good for the whole family. Print in A-1 condition. A. M. Doyel, Keystone, Russellville, Ind.

FBO

Tarzan and the Golden Lion.—The picture is fair and it drew a pretty fair house.—A. J. W. Koehler, Koehler, Uehling, Nebr.

The Cowboy Cop, Frankie Darro.—A good little picture. All the kids came to see Frankie who is becoming a good star.—A. J. W. Koehler, Uehling, Nebr.

The Mojave Kid, Bob Steele.—Seemed to please our crowd.—Ivy Arnold, Cresco, Ia.

Ranger of the North.—This is a good dog picture and it drew very well.—Mrs. Preuss, Aavada, Colo.

Lone Hand Saunders, Fred Thomson.—A good Thomson picture.—Liberty, Tremonton, Utah.

FIRST NATIONAL

Convoy.—A war picture, showing sea battles. Quite interesting and also instructive.—Parish Hall, Conception, Mo.

High Hat.—A picture showing movie life in Hollywood. Something unusual, but people will hardly like it.—Parish Hall, Conception, Mo.

Lunatic At Large, Leon Errol.—A crazy comedy; first three reels fine; then somewhat silly.—Parish Hall, Conception, Mo.

Red Raiders.—A very good clean Indian War picture.—Parish Hall, Conception, Mo.

White Pants Willie, Johnny Hines.—This is O. K.—Parish Hall, Conception, Mo.

FOX

Seventh Heaven, Chas. Farrell.—Here is one fine picture. You cannot go wrong on this one. A beautiful love story, just a little war and so much different than the rest of them. If your patrons want a picture with the best acting seen in years, book it.—Ben Almond, Garden, Westerville, O.

Silver Valley, Tom Mix.—A western melodrama of fighting romance in which Tom rescues the beautiful girl from the villain. A Mix picture always is good at the old box office.—Ben Almond, Garden, Westerville, O.

METRO-GOLDWYN

Body and Soul, Lew Cody.—Good acting in a good play that satisfied.—Bonzo, Eddyville, Ia.

The Midshipman.—In many ways excellent and instructive.—Parish Hall, Conception, Mo.

Mr. Wu, Lon Chaney.—Will please Chaney fans.—Mrs. Hulda Green, Greenriver, Utah.

Adam and Evil, Lew Cody.—A good program picture which we recommend.—B. V. McDonald, Monticello, Ark.

The Unknown, Lon Chaney.—Chaney is good in this but my business was very poor. The type doesn't please my folks.—W. H. Hardman, Frankfort, Kas.

The Unholy Three.—A good detective, picture.—Parish Hall, Conception, Mo.

Road to Romance, Ramon Novarro, Marceline Day.—A very nice love story but don't think it will go so good in a small town. Don't book it for a Saturday. Just did a fair business.—Ben Almond, Garden, Westerville, O.

PARAMOUNT

Let it Rain, Douglas MacLean.—This made a hit as a fast moving comedy that pleased generally.—Legion, Holyrood, Kas.

Rolled Stockings, Louise Brooks.—The best college story we have played. Louise is great.—Grand, Story City, Ia.

Mantrap, Clara Bow.—Although I had poor business, the picture was good.—Majestic, Homer, Mich.

UNIVERSAL

Fast and Furious, Reginald Denny.—A comedy above the average.—Parish Hall, Conception, Mo.

The Wrong Mr. Wright, Jean Hersholt.—An interesting comedy, fine acting and fine titles.—Parish Hall, Conception, Mo.

The Chinese Parrot.—A great mystery picture. Universal is giving good service.—Arvada, Arvada, Colo.

The Mystery Club.—A clean and good picture; rather deep.—Parish Hall, Conception, Mo.

WARNER BROTHERS

Don Juan, John Barrymore.—A very wonderful picture, but John Barrymore is no good for the small towns.—Sun, Walthill, Nebr.

Irish Hearts.—Not a big picture, but a fair every day entertainment.—Parish Hall, Conception, Mo.

What Every Girl Should Know.—A clean and interesting picture, but the title is a mystery to me.—Parish Hall, Conception, Mo.

The College Widow, Dolores Costello.—Beautiful Delores comes back in one of her splendid pictures. Yes, there is romance, action, thrills—and buy it. You can make some money.—Ben Almond, Garden, Westerville, O.

STATE RIGHTS

Red Signals, Earl Williams.—Here's a picture that has most of the socalled specials beat beyond the three-mide limit. Yes, it's an Independent and the so-called big producers are trailing sadly behind the real thing. We also played the comedy "On the Farm" from the same people and it's a wow.—Victor Cason, Cason, Osceola, Mo.

Scotty of the Scouts, Ben Alexander.—Try this serial on your weak nights. It is one of the best serials we have ever run. It will make friends for you.—S. M. White, American, Keytesville, Mo.

Broadway Drifter, George Walsh.—As good as they make them and can be bought right.—S. M. White, American, Keytesville, Mo.

The Plastic Age, Clara Bow.—Very good picture.—Earl Harman, Odeon, Cottonwood Falls, Kas.

Shadows, Lon Chaney.—Fine picture.—Earl Harman, Odeon, Cottonwood Falls, Kas.

Christine of the Big Tops, Pauline Garon.—One of the best circus pictures I ever played. Pauline Garon very pleasing to look at.—S. M. White, American, Keytesville, Mo.

EXHIBITORS—

Send in your

Exploitation Stunts.

Attractive Programs Increase Business

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A little leaflet containing the latest current movie gossip, illustrated and neatly gotten up. The star photograph is changed each week and so are the contents.

Exhibitors who have used "Screen Topics" in the past have found this little magazine to be very popular with their patrons. Every theatre-goer likes picture news and "Screen Topics" gives it in briefly told, neat, dressy and interesting style.

The back page is left blank for the printing of your program.

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$1.85 for 500

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Order a Sample Thousand and Test Them Out

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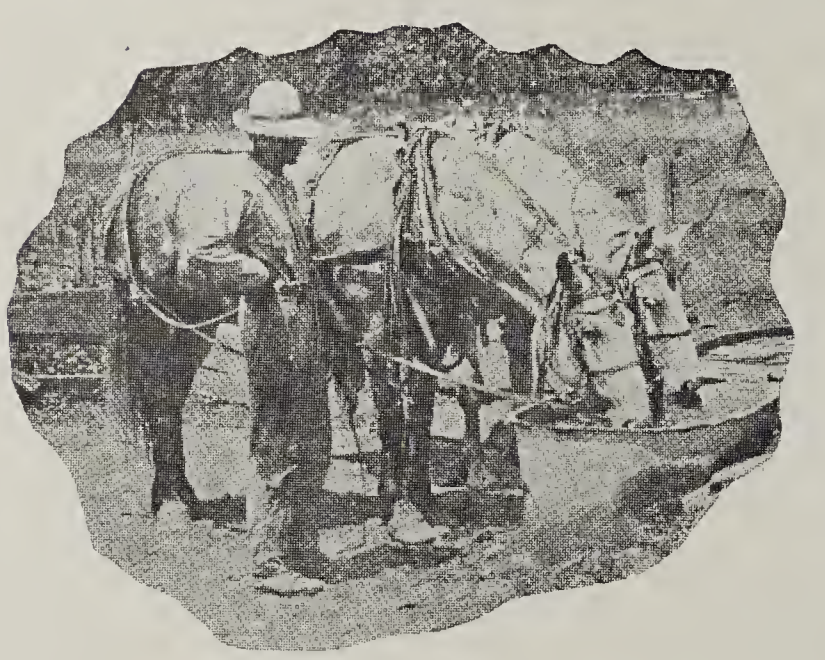

In the Show Business—

the big job is leading the patron to the box-office. Once you get him there he'll buy a ticket.

It's an easy job if you use the RIGHT COPY---snappy, spicy, convincing copy. "THE IDEA" not only shows you how but gives you READY-MADE COPY that you can readily adapt for use on any picture. ---And More!

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MOVIE AGE
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Here's my two dollars for a year's subscription, which I understand includes the supplementary issue of THE IDEA.

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Theatre _____

Address _____

Town _____ State _____

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- Policy Advertising copy (with illustrations)
- Headlines, catch lines, and phrases
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- "Heavy" copy
- Unusual copy
- Program copy
- Star copy
- "Jazzed" copy
- Comedy-Drama copy
- Society copy
- "Mother" copy
- Melodramatic, thrill and western copy
- Miscellaneous copy

MOVIE AGE

Volume VI — OMAHA, NEBR., NOVEMBER 26, 1927 — Number 1

WHILE THESE ARE CLICKING AT BOX-OFFICES:

"ROAD TO ROMANCE" (*Novarro*)

"Very good week Stanley, Philadelphia." "Pulled in the crowds at State, Minneapolis"—*reports M-G-M News.*

"Midland, Kansas City, got largest gross ever taken in local house." "Clicked at Victory, Providence"—*reports Variety.*

"THE FAIR CO-ED" (*Davies*)

"Record box-office Grand, Atlanta." "Tremendous at Century, Baltimore." "Gratifying returns Regent, Harrisburg, Pa."—*reports M. P. News.*

"Stood out at State, Buffalo"—*reports Variety.*

"BODY AND SOUL" (*L. Barrymore-Kerry-Pringle*)

"Packed the State, Detroit." "Unusually good business at Strand, Tampa, Fla."—*reports M. P. News."*

"SPRING FEVER" (*Haines*)

"Boosted receipts at Tower, Minneapolis." "Attracted many to Warfield, San Francisco." "Very good business Temple Theatre, Birmingham"—*reports M. P. News.*

"Hitting excellent pace Century, Baltimore"—*reports Variety.*

ANNIE LAURIE (*Gish*)

"Opened big and held up at Uptown, Toronto." "Good week at State, Boston"—*reports Variety.*

"GARDEN OF ALLAH" (*Ingram*)

"At State, St. Louis, most popular in town"—*reports Variety.*

THESE BIG HITS ARE ON THE WAY:

LON CHANEY *in* LONDON AFTER MIDNIGHT

JOHN GILBERT *in* MAN, WOMAN AND SIN

THE 13th HOUR

GRETA GARBO *in* THE DIVINE WOMAN

NORMA SHEARER *in* HER BRIDAL NIGHT

WILLIAM HAINES *in* WEST POINT

METRO-GOLDWY AYER

A Business Magazine for the Film Trade in Iowa and Nebraska

Your Theatre, Anywhere, U. S. A.
Home of Paramount Pictures

yes!
they are all
paramount pictures!

"CHANG" **with its thrilling climax, the frenzied stampede of a herd of elephants, is a Paramount Picture. So is "THE ROUGH RIDERS". And that wonderful story of brotherly love, "BEAU GESTE".** **"METROPOLIS", the fascinating glimpse into tomorrow's universe. "THE WAY OF ALL FLESH" in which Emil Jannings** **gives such a marvelous performance. "JESSE JAMES", "FIREMEN, SAVE MY CHILD", "SWIM, GIRL, SWIM", "TELL IT TO SWEENEY", "A GENTLEMAN OF PARIS". The seething drama of gangster warfare, "UNDERWORLD",** **"FIGURES DON'T LIE", "SHANGHAI BOUND" are Paramount Pictures, too. Clara Bow in "HULA" and "GET YOUR MAN".** **Pola Negri** **in "BARBED WIRE" and "THE WOMAN ON TRIAL". Paramount! Paramount! Paramount! No wonder so many people think *all* the good pictures are Paramount! And they are not so far wrong either—at least all *Paramount* Pictures are good pictures! And they will be still better tomorrow when you are seeing "GENTLEMEN PREFER BLONDES".** **HAROLD LLOYD, "BEAU SABREUR" and all the others.**

EXHIBITOR SERVICE: Send us a photo of your theatre. We will reproduce it in place of the cut of "Your Theatre" above and then furnish you free with a complete mat of this ad for newspaper use. Also full page or half page mats containing all of Paramount's 100% Program and a prominent display space for your theatre names. *Address* Advertising Department, Paramount Famous Lasky Corp., Paramount Bldg., N. Y. C.

TRADE MARK
Paramount Pictures

EDITORIAL

CONVENTIONS have been held and special meetings called by several exhibitor units in the mid-central section of the country at which the honor guests were the president of the Motion Picture Theatre Owners of America and the general counsel of the Film Boards of Trade. The trip of these two gentlemen, more than halfway across the country, to the various regional meetings was, from all observations, a sort of good will tour. Both urged a better understanding between exhibitor and distributor and the doing away with petty bickerings and distrust that were holding all back from progress and business happiness.

Arbitration was cited by both of these gentlemen as one good agency for the elimination of much of the industry's troubles. That cannot be denied. Co-ordinated effort—organized exhibitor effort—was urged by Mr. Woodhull as the big thing necessary to combat forces outside of the industry that were strongly united against it. Among these he named Sunday closing laws, the music tax and anti-legislation that constantly had to be fought. And he spoke of the necessity of a better contract between exhibitor and distributor.

Mr. Pettijohn voiced similar opinions and in addition urged the elimination of stage shows and "ham acts" and the getting back to the showing of pictures by picture theatres. He further spoke on the necessity for lowering production costs and the making of better pictures; and of the elimination of excessive star salaries and the bringing out of new players.

Mr. Woodhull could not urge too strongly that state exhibitor organizations back up with their greatest possible strength the national exhibitor organization. The M. P. T. O. A. has fought many tough battles and it has fought them hard and earnestly. Not always has it been the victor, but its victories have been significant. They're too well known to be cited here again—every exhibitor in the business is today benefitting from the national association's efforts, whether he contributed his support or not. However, whatever may be its shortcomings, whatever have been its failures, they would have been far less, if the proper support had been given.

The recent Trade Practices Conference was significant of what co-ordinated effort can accomplish. Every exhibitor delegate that attended has viewed its results as greatly beneficial to exhibitor interests and to distributors as well. We've told about this in detail before. The motion picture business is now going through some trying stages. It is having some very painful growing pains; and stomach aches along with them. Time, of course, will eliminate the growing pains, but only thorough doctoring will cure the stomach aches.

Mr. Woodhull is a sincere and hard worker in the interests of the exhibitor in particular and the industry in general. His job at the head of the M. P. T. O. A. is far from an easy one. Politics are out. Mr. Woodhull is seeking co-operation, not just between exhibitor and distributor, but among exhibitors themselves. He is seeking understanding and good will. He is endeavoring to cure the industry's stomach aches and he deserves the support of every thinking exhibitor in the country.

Omaha Newspaper Offers Scenario Writers Prize

A cash prize of $200 will be awarded by the Omaha World-Herald to the author of the scenario chosen for a motion picture which is to be filmed in Omaha shortly. The cast will be selected from among Omaha talent.

Adolphe Menjou and Bebe Daniels have accepted the invitation to be judges of the scenario.

Universal Appoints Frank Director in Ia. and Neb.

Alexander Frank has been named as director of the theatres in the states of Nebraska and Iowa under the Universal banner, according to the announcement made this week in the Universal offices in Chicago. Mr. Frank's home is at Waterloo, Ia., where he was a theatre manager.

Print Sent from New York By Plane to Make Date

An instance in which film exchanges are making use of the most modern methods of transportation in order to not disappoint their exhibitors is recounted by Harry Melcher, manager of the Fox branch at Omaha. Cost was not considered, only the fact that a picture was due for delivery at a certain date.

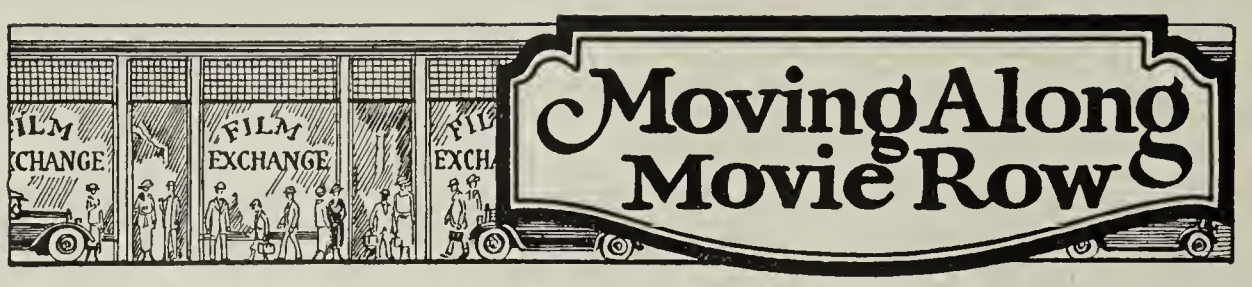
A print was scheduled for a ten o'clock show in a Sioux City theatre. No print was available in the Omaha office due to a lost express shipment. An order was wired to New York for an immediate shipment to Sioux City of this print and an airplane was started from New York with the print.

At Erie, Pa., the plane was forced down, due to a defective propellor. Another plane was secured and the print finally delivered in Sioux City in time for the regular showing of the picture.

Exhibitor Writes in to Praise a Universal Film

An unusual measure of praise was voiced by an Iowa exhibitor, Harold Smith, owner of the Dreamland at Carson, in writing to the Universal exchange at Omaha recently regarding the showing of "The Cat and the Canary." Mr. Smith's letter follows in part:

"I just finished playing The Cat and Canary and am so well pleased with the results of the picture I feel that you should be congratulated upon having such a splendid film.



Al Evans, who conducted the Riviera Theatre stage orchestra, has been transferred to Chicago where he will continue with the Publix theatres.

* * *

Phil Goldstone, formerly producer and director for Phil Goldstone Productions and Tiffany Productions, was in Omaha last week.

* * *

H. G. Dunn and wife, who operate the Jewel Theatre, Valentine, Neb., were visitors along Film Row Wednesday.

* * *

Carl White, manager of the Quality Theatre Supply Co., is the father of a new baby boy, born Monday, November 14. This is also the baby's brother's birthday.

* * *

If Morrie Smith of Sioux City handed out toy hats as souvenirs at his theatre last week we know know where he got them. You may remember that he had his arms full at the M. P. T. O. convention banquet.

* * *

The Exhibitors Poster Exchange has two new girls on the staff. They are Miss Eva Chesneau and Miss Frances Zeligson.

* * *

Meyer Stern, who has been with the Columbia Pictures in Omaha, left last week for Des Moines, where he will work for Columbia Pictures.

* * *

Miss Madeline Nepodal has come to work for Columbia Pictures exchange.

* * *

H. A. R. Dutton, president of the National Theatre Supply Co., paid the Omaha branch a call Friday, November 18, on his way to the coast.

Esther Anderson, M. P. T. O. A. secretary, won a booby prize at a bridge party lately.

* * *

Morris Okhum, advertising manager for Liberty Films, recently became engaged to Miss Jeri Wehlner of Omaha.

* * *

J. H. Murphy, play date representative from New York, spent a week at the Omaha branch of Universal.

* * *

Miss Estelle McGuire, cashier at Universal, spent the past week in Carrol, Ia.

* * *

The Community Theatre at Newmarket, Ia., will be opened Tuesday, November 29, by W. B. Rice. The theater has been completely equipped by the Quality Theatre Supply Co.

"I seldom play a picture more than two days but played this one three and it packed them in and pleased them which is more than the majority of specials do.

"I turned the lights out during the showing and it helped to make it seem more 'scarey.' The picture keeps one guessing until the end and held the audience spellbound."

Letters of this type, from an exhibitor to an exchange, are out of the ordinary, for any type of picture.

Offers New Service to Exhibitors Fox Pictures

Effective immediately, the Omaha branch of the Fox Film Corporation will establish a special service to all exhibitors using Fox pictures. This service, which will be free to the exhibitors, will include advice on all suestions regarding policy of theatres, advertising, exploitation and management.

H. Melcher, Fox Omaha manager has appointed E. P. Albertsen, an old time show man, to take charge of this department. Mr. Albertsen, who is well known in the east and the middle west, has managed several chains of theatres. He was responsible for all of "Red" Grange's publicity and in addition was connected with the Duncan sisters and Al Jolson in a publicity capacity. Mr. Albertsen also has been connected with various newspapers and was for two years in charge of promotion of the C. L. Carrell vaudeville office in Chicago.

Snookums in Feature Role

Snookums, the baby star of Stern Brothers Comedies, who rose to screen fame as the baby in "The Newlyweds and Their Baby" comedies, is about to play his first feature role. He has been elected by Universal for an important part in "Honeymoon Flats," the Earl Derr Biggers' story now being put into screen form.

WAIT FOR LIBERTY FILMS' IMPORTANT ANNOUNCEMENT

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING NOVEMBER 19

WORLD

Dearie, (Warner Bros.), Irene Rich, Wm. Collier, Jr.

BUSINESS: Good.

AUDIENCE REACTION: Very good.

SUMMARY: A sheltered wife who is forced to shift for herself seeks support as hostess and entertainer at a night club.

ENTERTAINMENT MERITS: 80 per cent.

SHORT SUBJECTS: FBO comedy.

SUN

Loves of Carmen, (Fox), Dolores Del Rio, Victor McLaglen.

BUSINESS: Fair.

AUDIENCE REACTION: Liked it.

SUMMARY: Dolores Del Rio as the little gypsy cigaret girl who plays with the hearts of men.

SHORT SUBJECTS: Our Gang Comedy.

MOON

Foreign Devils, (M-G-M), Claire Windsor, Tim McCoy.

BUSINESS: Very good.

SUMMARY: Story by Peter B. Kyne. A love romance during the siege of the foreign legations at Peking during the Boxer uprising.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: Buster Brown comedy.

RIALTO

Sally in Our Alley, (Columbia), Shirley Mason.

BUSINESS: Good.

AUDIENCE REACTION: Very good.

SUMMARY: A tenement Cindelerra who attains luxury and social standing but learns that the the love of her humbler friends means more to her than money and position.

ENTERTAINMENT MERITS: 80 per cent.

ORPHEUM

Girl From Rio, Carmel Myers.

BUSINESS: Good.

AUDIENCE REACTION: Favorable.

SUMMARY: A drama of love and rivalry with old Spain for background.

ENTERTAINMENT MERITS: 75 per cent.

RIVIERA

A Gentleman of Paris, (Paramount), Adolphe Menjou.

BUSINESS: Good.

AUDIENCE REACTION: Liked it fine.

SUMMARY: Life along the boulevards of Paris. Menjou is the gay young favorite of the ladies who finds reformation necessary on the eve of his wedding.

ENTERTAINMENT MERITS: 85 per cent.

Strikes and Spares

FILM INDUSTRIAL LEAGUE

	Won	Lost	Pin Av.
M-G-M	14	7	743
FBO, Warner Lib'ty	15	9	742
Paramount	14	10	698
First Nat'l, U. A.	12	12	728
Pathe	10	11	707
Univ.-Blizzards	6	18	665

High Team Three-Game Total

FBO, Warner ---------- 2520

High Team Single Game Total

Paramount ---------- 899

INDIVIDUAL AVERAGES

Comer	190	Fletcher	149
Gorham	182	McLucas	147
Hensley	179	Harms	146
Cross	176	McBride	144
Weitz	163	Fangman	143
Bierman	161	M. Monsky	143
Doherty	160	Van Dallan	138
Danke	158	Branson	133
Morrison	156	Mitchell	133
P. Monsky	154	Trent	132
Howell	154	Malchaw	132
Barker	154	Diamond	129
Stolte	153	Nedley	123
Fridell	152	Fisher	121
Pomy	150	McCool	125
Mendelson	150	Okum	120
Nightingale	149	Childs	113

High Three-Game Total

Comer ---------- 661

High Single Game Total

Harms ---------- 239

LADIES FILM LEAGUE

	P	W	L	Pins	Pct.
Fox	12	10	2	4607	833
M-G-M	12	7	5	4255	583
FBO	12	5	7	4107	417
Warner-Uni.	12	2	10	3676	167

INDIVIDUAL AVERAGES

Casper	122	Trent	80
Phillips	116	Foley	78
Gillen	101	Wood	80
Nightengale	100	Palmer	75
Anderson	97	Miller	75
Blesh	95	Barta	73
Moleseed	86	Perrine	59
Frankson	85	Fletcher	56
Thortson	83	Green	54
Gilchrest	83	Peterson	54

A week ago Von Dollen was the only 200 bowler. He repeated Monday getting an even 200, but look at the company he had—Cross, 213, 203; Howell, 211; Doherty, 209; Phil Monsky, 206; Comer, 223, 203, 235. Five of the 200 games on the FBO-Warner team and three from United Artists.

Comer's three fine games gave him a 661 total which cops first place to date. He certainly put up a mark for the boys to shoot at.

Art Stolte bowling for the first time in the Omaha league got off to a flying start. Not wishing to show the boys up too badly, Art eased up in the other 2 games and took a 461 total.

Ben Fletcher, also a first nighter for this season, did real well. Ben and Art were both on the Pathe team. Ben said they were the first and only ones to ask him to bowl so he took them up. If there is anyone else that cares to bowl that hasn't been asked, speak up. We'll find a place for you somewhere.

Hensler and Mendelson put on a good act Monday. Judging from their scores Leon got the best of it as he shot an even 500 which is his best score this year. Frank beat him by 2 pins but 502 isn't so good for Frank.

Malchaw with a 51 pin handicap got hot and rolled way over his head with games of 156-166-198. These games of his certainly helped the Paramount team to cop about 3 from FBO-Warner.

Gus Diamond whose 109 average caused a lot of comment finally ended up with low score of the evening—103.

Metro-Goldwyn had a change of heart and came back in the league. They were properly received by the United Artists-First National team who took 2 out of three from them and dropped the last game by only 6 pins.

Gilda Gray has long been noted as a wonderful dancer and for her ability to go through motions that no other dancer could accomplish. Were Miss Gray to attend the Film ladies bowling league surely she could get some mighty fine and original ideas by watching the fair bowlers in their attempts to control the ball after it has started down the alley. Friedel formerly took all the honors along that line but he isn't in the running any more.

"THE PRIMROSE PATH" and "MY LADY OF WHIMS" ARE BOX OFFICE KNOCKOUTS

Strict Adherence to Film Boards of Trade Rulings Are Foreseen

Strictly disciplinary measures against branch managers who do not adhere to the ruling of Film Boards of Trade will be enforced, it has been announced, effective immediately. It is reported that the sales managers of the leading producers have voiced their approval of the new order, although the branch managers have not.

Under the new system, a first offense against a Film Board ruling will be punished by a fine of $25, the second by a fine of $50 and the third by permanent expulsion from the organization. The last step would have the effect of making the offending branch manager practically ineligible to retain his position with any company affiliated with any of the Film Boards.

The chief reasons for the drastic new rule is the practice of some managers in selling films to exhibitors who had not been given clearance by credit committees, or who had failed to pay a deposit after defaulting on an arbitration award.

"Two Hot Yanks" Re-Title of "Two Arabian Knights"

"Two Arabian Knights" has become "Two Hot Yanks." Al Lichtman, United Artists' domestic sales head, has announced that the name of the post-war comedy had been changed in accordance with requests from exhibitors, who said the "Arabian Knights" in the title had misled filmgoers into thinking the story was a fantasy.

" 'Two Hot Yanks'," Lichtman said, "certainly ought to prove there isn't anything fantastic about the story in which William Boyd, Mary Astor and Louis Wolheim are featured. In fact it's a comedy drama of two typical doughboys but the war's left out, the laughs left in, and the thrills piled on."

Joan Crawford Gets Lead

Joan Crawford, who recently played two feminine leads opposite William Haines and is now appearing in the title-role of "Rose Marie," has won the featured feminine role of Cosmopolitan's "Tide of the Empire," which Metro-Goldwyn-Mayer will produce on a lavish scale, it is announced by Irving G. Thalberg, studio executive. The picture is being adapted from the Peter B. Kyne story of early California days, now running serially in the Cosmopolitan magazine.

New Process Gives Color To Black and White Film By Use of Special Lens

By use of a special lens attachment for any standard motion picture camera, films tinted and colored in any shade that the eye can perceive can be produced. A demonstration of the new process was given last week in New York by the inventor, Harold N. Cox, of Pittsburgh, formerly connected with the Edison research laboratories.

The pictures taken, according to the inventor, can be "developed in any laboratory fitted to turn out the ordinary motion picture, printed on black and white stock, neither tinted nor toned, nor in any way artificially colored, and projected on any projector by again using a similar lens attachment and shown on any screen."

In a statement Mr. Cox declared that with his invention films with all of their natural coloring can be produced with no increase in cost over the present black and white method of motion photography.

F B O 1927-28 Schedule is 90 Per Cent Ready; 43 Features Included

With twenty stories already selected for the 1928-29 program, William Le Baron, vice-president of FBO pictures in charge of production, is busily supervising the completion of filming of the 1927-28 product. Mr. Le Baron advises that to date, more than 90 per cent of the 1927-28 schedule has been completed, while the remaining 10 per cent will be finished within the next four weeks.

Work on the 1928-29 program is scheduled to start before the first of the year. An announcement concerning the details of the new program will be made in a few days.

Forty-three features and 74 reels of short subjects on the 1927-28 program are ready for exhibitors. Two weeks ago 75 per cent of the schedule was announced as being ready.

Advance Date Denny Picture

Such enthusiastic reports have come to New York via the Los Angeles preview route that Universal has decided to release Reginald Denny's current picture, "On Your Toes," directed by Fred Newmeyer, on November 26 instead of on January 1, as scheduled. The cast includes Barbara Worth, Hayden Stevenson, Frank Hagney, Mary Carr and Gertrude Howard.

Archainbaud and Claire Windsor Under Tiffany Banner for Long Period

On the completion of Director George Archainbaud's first Tiffany-Stahl production "Night Life," he was asked to jump on a day's notice to relieve Director Phil Rosen who was taken suddenly ill while directing "A Woman Against the World."

John M. Stahl, vice-president supervising productions, after seeing Mr. Archainbaud's work in the rushes at the end of the first week, was so highly elated over the director's work, that he immediately placed Archainbaud under a long term contract. Mr. Stahl plans to have Mr. Archainbaud direct several super-specials for the company scheduled for release in 1928.

Tiffany-Stahl Productions also announce that they have signed Claire Windsor on a long term contract. Miss Windsor has made an enviable name for herself as a screen actress of no mean ability and has been the featured player in many of the outstanding productions released by Metro-Goldwyn-Mayer.

Miss Windsor is considered one of the most beautiful women appearing on the screen. One of her outstanding roles was in the Tiffany production "Souls for Sables," one of the leading film productions of last year.

First National Elects Four Vice-Presidents

First National has announced the election of four new vice-presidents, bringing the total number of officials rating that title up to five, as Richard A. Rowland continues as vice-president in charge of production and general manager.

The four men to be elected vice-presidents and their duties are: Sam Spring, treasurer and finances; Ned Depinet, distribution; E. Bruce Johnson, foreign business; Robert Perkins, secretary and legal matters. Albert L. Smith, of the E. B. Smith Co., was elected a director; W. C. Boothby, assistant treasurer, and Robert W. Brown, assistant secretary.

Harold Lloyd will release two pictures during the coming year, if he maintains his present production plans. With the filming of his current opus, "Speedy" proceeding on scheduled time, Lloyd expects to have it finished shortly after the new year, and set in for issuance some time early in the spring. Everything hinges, however, on the breaks he gets in the weather, for virtually the entire remainder of the picture is slated to be shot outdoors.

Tiffany-Stahl Not to Start Theatre Chain But May Acquire Few

No intention of starting a chain of theatres for exhibition purposes is held by Tiffany-Stahl Productions, Inc., M. F. Hoffman announced last week, although it is possible that a limited number of first-run theatres may be acquired for exploitation purposes only.

"Should we find it advisable or necessary," he said, "to acquire twenty odd theatres throughout the country to properly present and show other exhibitors how to present Tiffany-Stahl productions, we are quite ready and financially able to take that step, but this acquisition of theatres if gone into, will absolutely be for the purpose of properly exploiting our picture, but in no manner is it intended as a step into the exhibiting business."

It is believed that Mr. Hoffman's statement is for the purpose of putting the company's policy on record to avoid misunderstandings, should later developments make the step necessary.

Wide Variety is Offered in Educational Releases for Month of December

Educational has arranged an extensive program of holiday short subject releases for the month of December. There will be a total of 14 pictures, in addition to the Kinograms news reel which is released twice weekly throughout the year. Included in this array of short pictures will be scenic subjects, comedies, novelty reels, animated cartoons and fashion reviews, the latter in color.

The first two-reel comedy for December will be "Oh, What a Man," Larry Semon's second fun film for Educational on his new contract. This shows the noted comic as an ambitious sleuth who is vamped by the bobbed-hair bandit he is sent out to capture. George Davis is featured in the Mermaid Comedy of the month, which has been titled "Nothing Flat." It presents Davis in the role of an unwilling track athlete who is mistaken for a well-known runner. Lloyd Hamilton is starred in "Papa's Boy." The slow moving funster is seen as a meek young man whose sole ambition in life is to catch butterflies.

Lupino Lane, who made such a hit with "A Half-Pint Hero" and "Some Scout," appears in a new comic characterization in "Hello Sailor," his latest vehicle. The former Follies comedian is pictured as a typical gob on shore leave. "Big Boy's" third comedy for Educational on his new program has been titled "Angel Eyes." Charles Lamont, who directed the 4-year-old star in his previous successes this season, again directed the youngster. The program of one-reel comedies is headed by "It's Me," a Cameo featuring Monte Collins. Preview audiences have been generous in their praise of this production, describing it as the snappiest, funniest and fastest-moving one-reel comedy that has been made in months. "Ain't Nature Grand," the other Cameo Comedy of the month, introduces Eddie Quillan in his first one-reel production for Educational.

"Injun Food"—"Moods of the Sea," the new Bruce Outdoor Sketch, shows Indians grabbing fish from the rapid currents of a river in the Pacific northwest, and the varying moods of the sea.

The two new Felix the Cat animated cartoons, "Felix the Cat Hits the Deck" and "Felix the Cat Behind in Front," show this famed cartoon character in two distinct series of new adventures. The same ingenuity, unusual incidents and superb animation to be found in this series mark both releases.

Must Pay Music Tax on Music Rolls, U. S. Court Rules in Tennessee Case

The music tax prescribed by the Federal copyright law must be paid on music played on rolls, according to a ruling handed down by Federal Judge Xenophon Hicks in District court in Tennessee.

The ruling came in the suit brought by M. Witmark & Sons against R. M. Calloway, of the Grand Theatre, Lenoir, Tenn. The court awarded damages of $250, counsel fees of $250 and an injunction against further infringements.

Calloway had subscribed for a "tax free" roll service and had instructed his employee under no circumstances to play music controlled by the American Society of Composers, Authors and Publishers. The employee, tired of playing the rolls on hand, borrowed some new selections from a nearby drug store and was caught playing a Witmark selection. The court ruled that the exhibitor was liable for the acts of his employee.

"The Bellamy Trial" to Be Screened by M-G-M

"The Bellamy Trial," a Saturday Evening Post serial which has just been completed, has been purchased by Metro-Goldwyn-Mayer and will be filmed at an early date.

The story proved to be one of the most thrilling and mysterious tales of 1927 fiction and will probably be filmed with a large all-tar cast, production beginning at an early date.

It has a modern American locale in one of the big eastern cities.

Warner Bros. Schedule is Up; Vacation is Granted

The 1927-28 program of Warner Bros. will be completed on scheduled time, and the writers, directors and players a the Sunset Boulevard studio will be given an opportunity to enjoy an eight weeks vacation from the middle of December to early February.

The first of November found the schedule only thirty days from completion, the last portion of the entire program going into work at that time. Among the extended run productions on the season's line-up are such outstanding films as "The Jazz Singer" starring Al Jolson with Vitaphone interpolations, a series of Dolores Costello productions, "Ham and Eggs" and a number of others.

The vacation plan will not affect the production of Vitaphone features and prologues, states Jack L. Warner. These will continue fifty-two weeks. Production on the first five 1928-29 Warner pictures will be started simultaneously early in February.

Wood and Morgan Score as Comedy Collaborators

Widespread approval of FBO's new comedy special "Racing Romeo," starring Red Grange and Jobyna Ralston, which was just released throughout the country, seems to prove that Sam Wood, the veteran director, is achieving his ambition of being known as one of the best comedy directors in motion pictures.

In "Rookies," "Fair Co-Ed," "One Minute to Play" and now "Racing Romeo," many exhibitors are hailing Wood as the foremost comedy specialist in the business. Much credit for these successes, according to showmen in Hollywood and exhibitors as well, is attributable to Byron Morgan who has been author and adaptor of many of Wood's outstanding hits. Wood and Morgan have worked together as director and writer for years, first having collaborated on the early Wallie Reid successes.

Bowling Bug Bites Hard And Des Moines Exchange Season Starts Off Well

Bowling has been taken up in earnest by the men of the film exchange staffs and competition between the various teams is becoming keen. Bowling activities have now been in progress about a month.

Jimmy Shea, manager of the FBO office, was one of the first enthusiasts and his team is now struggling to hold its own with the other teams rapidly coming to the fore, while the team of Pathe is winning the real honors. Elmer Tilton, manager of First National, is also one of the strong backers of the game and at the last meeting his team tied with Famous Players and Universal for second place. The Famous Players team, comprising M. E. Anderson, booking manager, W. J. Curry, assistant booker, W. W. Sharpe of the ad sales department, and L. M. Palmquist, ad sales manager, had heretofore been one of the also rans. But last week, six or seven of the girls of the exchange appeared at the bowling palace to cheer for their co-workers and as a direct result Famous Players made a big increase in score.

Universal also has been one of the teams to place well in the weekly contests and this team has made splendid average week after week. The team is made up of Bill McGivern, Al Yarowsky, Mervil Lee and Bert Thomas. Hugh McGivern is also a member of this team. Last week the Universal team won ten games and lost six. The FBO team, made up of Jimmy Shea, Tim Evans, Harry Frankel and Jimmy Wynn, manager of Educational, who always bowls with this group, played three games and won one.

The big champions, as represented by Pathe, are Lawrence Miller, Keith Roy and Les Phillips. Fox Films do not have anyone to represent them in this series of bowling games which is doing much to work toward the best of feelings between the staffs of the film exchanges.

BRIGHT BITS *and* NEWSY NOTES

S. W. Hatch, district manager for First National, was at the Des Moines office last week. He is making a tour of the exchanges of the territory.

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H. R. Dutton, president of the National Theatre Supply company, stopped on his way from his headquarters at Chicago to the west coast.

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C. C. Pettijohn, national counsel for the Film Boards of Trade, was in Omaha last week and met with several of the branch secretaries. Miss Leone Mathews, secretary of the Des Moines office, was in Omaha to meet Mr. Pettijohn and was present at the meeting of the Omaha Film Board of Trade. The Des Moines office is now in direct charge of Miss Mathews since Miss Audrey Lytell returned East.

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The LeClare Theatre at Moline, Ill., which was one of the A. H. Blank-Publix houses, was sold last week. This theatre was bought by Harry Weinberg, representing the Commonwealth Theatres, which have a small chain of Iowa theatres.

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Mr. Miller, theatre broker in Des Moines, recently completed a deal for the transfer of the theatre at Carlyle, Ia., to John R. Diehlman. This theatre was previously owned by Ted Yarowsky, who is manager of the used poster exchange in Des Moines. Mr. Diehlman is an Ottumwa man and new in the theatre business.

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Columbia Pictures has opened a branch in Des Moines and Jimmy Wynn, manager of Educational, has rented them part of his office space. The new Columbia exchange will be under the management of Meyer Stern, who comes from Omaha. Leo Wiedertz has been secured as booker. He comes from the office of First National in Des Moines.

Lawrence Wegener, who is manager of the Blank house at Fort Dodge, was in Des Moines last week on business.

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Miss Belle Miller, of First National, spent a pleasant week end in Minneapolis and she attended the Drake-Minnesota game and also visited the First National exchange there. She called at the same time as did Charles M. Steele, supervisor of exchanges, who came from the New York office to visit the Minneapolis branch.

* * *

A. H. Blank purchased a considerable amount of new equipment for his theatres last week to replace worn out units when he bought two new Simplex machines for the Capitol Theatre, equipped with Peerless lamps. He also purchased two new spotlights for this Des Moines house, which is under the management of Harry Watts, and also bought two more Simplex machines to be held in reserve.

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The Princess Theatre at Dubuque, Ia., is now under the management of A. M. Brown.

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A new theatre is to be erected at Iowa City under the auspices of the University of Iowa and plans are already under way for the erection of this building. The University Theatre, it is predicted, will be the equal of any educational theatre in the country in equipment and management.

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C. E. Carragher has leased his theatre, the Park at Mason City, and will spend his time in selling a newly patented theatre screen. W. E. Umbenhour is the new manager of the Mason City theatre.

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The Liberty Theatre at Lowden, Ia., opened on October 30.

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Jimmy Grainger, sales manager for Fox Films, was in Omaha last week and met with several of the branch managers. Ben Reingold, manager of the Des Moines office, made the journey to Omaha to see Mr. Grainger.

THE "IT" GIRL AT HER BEST IN LIBERTY FILMS

CURRENT RELEASES

Week of November 27, 1927

EDUCATIONAL

Red Hot Bullets, Eddie Quillan, (2).
Whys and Other Whys, Felix, (1).
Shamrock Alley, Big Boy, (2).

FBO

The Harvester, Natalie Kingston, (7).
Newslaffs, No. 7, (1).

FIRST NATIONAL

Man Crazy, Dorothy Mackaill, (7).

FOX

Lights and Shadows of Sicily, Variety (1).

METRO - GOLDWYN

Buffalo Bill's Last Fight, Oddity, (1).
Us, Charlie Chase, (2).
The 13th Hour, Lionel Barrymore, (7).

PARAMOUNT

The Last Waltz, Foreign Cast, (7).
Mad Scrambles, Neal Burns, (2).
Ko Ko Kicks, Inkwell, (1).

PATHE

Flying Fishers, Aesop Fables, (1).
My Friend From India, Franklin Pangborn, (7).
His Foreign Wife, (6).
Roarin' Broncs, Buffalo Bill, Jr., (5).
The Bull Fighter, (2).
From Hand to Mouth, Harold Lloyd, re-issue, (2).

TIFFANY

Wild Geese, Belle Bennett, (7).

UNIVERSAL

Sporting Blood, Reginald Denny, (7).
Wild Beauty, Rex, (6).
The Banker's Daughter, Oswald, (1).
A Total Loss, Andy Gump, (2).
On Deck, (2).
Smiling Wolf, Fred Gilman, (2).

WARNER BROTHERS

The Silver Slave, Irene Rich, (6).

SHORT SUBJECTS

A Department in This Trade Paper Acquainting You With the Little Features That Are an Important Part of Your Every Program

WHAT THE PICTURE DID FIRST RUN

AT DES MOINES THEATRES WEEK ENDING NOVEMBER 19

DES MOINES

Cat and Canary, (Universal), Laura La Plante.

BUSINESS: Very good.

AUDIENCE REACTION: Very good.

SUMMARY: The mystery is very well produced in this struggle to see who gets the money left by an eccentric millionaire. Well done and takes well with audiences every time.

ENTERTAINMENT MERITS: 90 per cent.

CAPITOL

American Beauty, (First National), Billie Dove.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: This star generally wins favor.

ENTERTAINMENT MERITS: 80 per cent.

STRAND

No Place to Go, (First National), Mary Astor, Lloyd Hughes.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: For a half week's run this was a fine attraction.

ENTERTAINMENT MERITS: 80 per cent.

Done Charno Succeeds Ellard at the Capitol

Don Charno will be at the Capitol Theatre, Des Moines, for the next two weeks as master of ceremonies, succeeding Jimmy Ellard who goes to the Riviera at Omaha. Mr. Ellard has proved very popular at the theatre here and it will be hard to find a rival for his charms.

Charno, with accomplishments unusual in playing a dozen musical instruments, comes from a long engagement at Denver. He is especially fine at the violin but will probably only be in Des Moines for a few weeks until arrangements can be made to secure Paul Spor, who is now master of ceremonies at the house at Dallas, Texas.

Mr. Spor has not yet been released from his engagement at Dallas.

Theatres Add Equipment

Theatre men who recently purchased new equipment for their theatres are Bill Eddy of the Empress Theatre at Indianola who bought two Hertner transvertors, Mr. Morris of the Princess at Eagle Grove who bought Cinephor lenses and Mr. Brawn of the Square Theatre at Ottumwa who also bought Cinephor lenses.

The National Theatre Supply Company, through Mr. Thiele, office manager, also report these sales of new equipment to Iowa men, a new Simplex for the high school of Oskaloosa; two Peerless lamps, one screen, a generator and small equipment to the Rivoli Theatre at Oskaloosa; a new screen for the new theatre at Jefferson which is called the State.

Youngclass and Latta Buy Another Theatre

William Youngclass and C. J. Latta, who now have the two theatres at Perry, Iowa, are adding another house to their theatre interests and it is probable that they may invest in other houses. They last week bought the theatre at Woodward, Iowa, which is located in the I. O. O. F. building. Some changes are to be made in the theatre under the new management. The former owner of the Woodward was Martin Wade.

Sunday Shows for Perry

Sunday shows won out at Perry, Ia., this week where a special election was held at the expense of Youngclass & Latta, who have the two theatres there. Feeling ran quite high and agitation was strong among the ministers of the town against the return of the Sunday shows, but the result of the ballot gave the vote decidedly against Blue Laws at Perry.

Decision will be made shortly upon the manager for the new theatre at Waterloo, Ia., one of the Blank-Publix houses. The theatre is now nearly completed and will be opened at Christmas time.

Frank Davidson, brother of L. E. Davidson who has the Blank house at Sioux City, and of "Shake" Davidson who has the Diebold at Cedar Rapids, has been made manager of the Le Clare Theatre at Moline, Ill., which was bought by the Commonwealth Theatre Company with headquarters at Des Moines. Mr. Davidson comes from Kansas where all the brothers gained their first theatre experience.

N-E-W-S B-R-I-E-F-S

Virginia Valli has just had her contract renewed by Fox Films, in recognition of the work done in her recent pictures.

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Edwin Carewe has signed a contract with United Artists calling for the production of seven features starring Dolores Del Rio within the next three years.

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Carl Laemmle has announced that $15,000,000 will be spent by Universal during the present season for productions.

* * *

Charley Bowers has started work on his first trick comedy for Educational. It will be a burlesque on Scotland Yard.

* * *

Mervyn Le Roy, the youngest director in the industry who has just finished "No Place to Go," for First National, will marry Edna Murphy December 15. Edna Murphy has been leading lady for Monte Blue.

* * *

Germany barred 41 pictures during September, it has been announced. Twenty-one of the pictures were made in Germany, and 20 were foreign made, eleven of which were from America.

* * *

Cecil B. De Mille will begin work next week on his new personally-directed picture. No title has been selected. Practically all the characters are juveniles as the theme is of boy and girl life in American schools and reform schools.

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Budd Rogers, vice-president of Lumas has started on a sales trip which will take him through the middle west.

* * *

Since the Roxy opened last March the attendance has passed the 4,000,000 mark. At this rate the figures will approach the 7,000,000 mark for the first year.

* * *

Phil Rosen has been forced to turn over his megaphone to George Archainbaud because of illness. He is making "A Woman Against the World" for Tiffany.

* * *

It is reported that Olive Borden will join United Artists when her contract with Fox is terminated.

Lou Metzger, Universal general sales manager, is recovering from an operation which he underwent two weeks ago.

* * *

February will be observed as Grand Jubilee in FBO circles to celebrate Joseph P. Kennedy's second year as president of the organization.

* * *

Tod Browning has announced that he will leave M-G-M when his present contract with them ends within three weeks. He has announced no future plans.

* * *

The first production company in the Netherlands has been organized. It has already commenced on a producing schedule.

* * *

Donn McElwaine is the new Fox publicity manager, succeeding Daniel M. Doherty who has been appointed associate editor of Fox News. A. P. Dickson will have charge of lithographic posters, while J. G. Fine will be responsible for producing other accessories, and will continue his present work in advertising and production costs. Earl Smith has taken over Mr. Dickson's position as manager of the art department.

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Joseph M. Schenck has returned from his European trip.

* * *

Olive Borden is reported to be leaving Fox with the expiration of her contract next month. She has been with that company two years.

* * *

Hal Roach is seeking a new boy for "Our Gang" comedies. Through a tie-up with the West Coast Theatres circuit a contest will be promoted calling for the entrants, between the ages of 2 and 12, to send photographs of themselves. Screen tests will be made and the public will vote.

* * *

C. W. Bray, short subjects producer for many years, is about to start on his first feature length production. The story will have a Rocky Mountain background.

* * *

Lefty Flynn declares he will retire from the screen. The former Yale football star and naval officer has returned to his father's ranch in Colorado. He began his career seven years ago and made a number of pictures for Paramount and FBO.

Doris Kenyon will return to the screen shortly opposite her husband, Milton Sills. The picture in which the pair will co-star is "Burning Daylight," a story by Jack London. First National is producing.

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When Warner Brothers completes "The City of Sin," now in production, the studio will close down for eight weeks to prepare for the 1928-29 schedule.

* * *

George K. Arthur and Karl Dane, who won overnight fame in "Rookies," will begin work soon on a new laugh product which has been titled, "Rookies at Sea." Sam Woods will direct.

* * *

Geore Lewis, star of "The Collegians," will start December 1 on a feature, "The Red-Blooded America," the first original story by Carl Laemmle, Jr.

* * *

Harold Lloyd is putting the finishing touches on "Speedy," his latest comedy for Paramount. Most of the exteriors were made during the comedian's recent trip to New York.

* * *

Ruth Elder, who made a half-successful flight across the Atlantic, will appear in Loew houses at a reported salary of $5000 a week, or $125,000 for a tour of 25 weeks.

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Pictures are being used in a legitimate stage play in New York. In a chase to make a steamship in the second act it was thought that the illusion of covering the ground could not be presented on the stage very well, so that part of the story will be filmed. The stage sequence will follow where the film ends.

* * *

"Gloria Swanson, as one of our owner-members, naturally will continue to release her productions through United Artists," Joseph M. Schenck, president of United Artists, has announced. This official statement was issued by Mr. Schenck following reports to the effect that Miss Swanson would release her pictures through other channels, after "Sadie Thompson," her second independent production, had been delivered to United Artists.

PICTURE NEWS

TOLD IN PICTURES

CORINNE GRIFFITH

Will be seen shortly in "The Garden of Eden," her first picture for United Artists. For several years one of the most beautiful and popular feminine stars of filmdom.

Even the girls are in the air now! Above Louise Brooks, seems to be preparing for a flight. She is the girl whom Wallace Beery and Raymond Hatton married in "Now We're in the Air," their latest Paramount comedy. However, Louise was twins in the film, which makes her double marriage perfectly all right.

Below, Dorothy Devore, who is starring a series of comedies for Educational release, gets final instructions on how to make use of the paparchute for the airplane ride she has to take in a forthcoming picture

First Nighters in Hollywood

Four of filmdom's celebrities are shown grouped above as they appeared before entering the theatre at a Hollywood premiere. Reading from left to right, they are Fred Niblo, Gilbert Roland, Norma Talmadge and D. W. Griffith. We would never accuse David Wark G. of being a wicecracker, but he seems to have put his companions in a happy frame of mind.

Myrna Loy is trying to memorize the traffic regulations on the Warner lot. The lovely Myrna recently completed her role in "The Girl From Chicago," a Warner Bros. production of the underworld.

Columbia Pictures has become the meeting place of stars. Conway Tearle, with the leading role in "Isle of Forgotten Women," greets Claire Windsor, who makes her debut with Columbia in "The Opening Night."

Isn't he cute? We mean the little monkey in Monte Blue's arms, shown at the right. Monte's latest picture, just released by Warner Bros., is a drama of the ring titled, "One Round Hogan."

One of the really great productions or recent months has been First National's "Patent Leather Kid," which also is Richard Barthelmess' finest picture. The "Kid" has been playing at legitimate prices in New York and Chicago and to capacity houses. The story, which is of a prize fighter who becomes a war hero, is by Rupert Hughes.

Shown above, left to right, are the director, Al Santell; Molly O'Day, who plays the girl; Al Rockett, the producer; and Richard Barthelmess, the "kid" himself.

Anne Nichols, who made several million dollars by herself producing her play, "Abie's Irish Rose," after it had been turned down by the wise managers of Broadway, gets a floral greeting upon her arrivals in Los Angeles. Paramount now has the Nichols' epic under production on the West Coast. Miss Nichols and the welcome committee is shown at the left.

The PICTURE GUIDE

Little Tips on New Pictures

Wild Geese

Distributed by Tiffany.
STAR: Belle Bennett.
SUPPORT: Anita Stewart, Donald Keith.
TYPE: Rural drama.
TIME: Present.
LOCALE: Rural community.
LENGTH: 7 reels.

SYNOPSIS: The Gare family live on a farm where the father rules with an iron hand. Judith, the oldest daughter, is beginning to revolt against her father's cruelty. He forbids Judith to see a neighboring farm boy. A school teacher comes to live with the family. The school teacher falls in love with Mark, college student who is working on a near-by farm to earn his expenses. Mark is the son of Mrs. Gare but he does not know it. Gare swears he will tell his true identity if his wife does not obey him. The wife urges Judith to elope with her lover. Gare summons all to his house where he is to expose his wife's earlier life. On the way Gare falls into a swamp and is drowned, thereby sealing the secret.

HIGHLIGHTS: Gare's fall into the swamp, a barn dance, the cruelty of the father.

Man Crazy

Distributed by First National.
STAR: Dorothy Mackail
SUPPORT: Jack Mulhall.
TYPE: Comedy drama.
TIME: Present.
LOCALE: Near Boston.
LENGTH: 7 reels.

SYNOPSIS: Clarissa Janeway lives with her grandmother in a beautiful home on the old Boston post road. Her grandmother is shocked with Clarissa's modern tendencies. On the Janeway property near the post road Clarissa has built a little restaurant where each night a young truck driver stops for coffee and pie. Clarissa poses as a waitress there and the two have fallen in love. But the driver is a little too proud too marry a waitress and Clarissa's grandmother refuses to allow Clarissa to associate with a truck driver. One night when Clarissa is in the woods, she overhears some thugs planning to hold up the young truck driver and use his truck to transport rum. The driver is knocked down but Clarissa scares off the thugs with a rifle and brings her truck driver home. The proud grandmother learns that his grandfather used to drive the stage over the old post road years ago and had been her first lover. Everything ends happily.

HIGHLIGHTS: The chase after the rum-runners, the "white streak" truck, acting of the stars.

The Wheel of Destiny

Distributed by Rayart.
DIRECTOR: Duke Worne.
STAR: Forrest Stanley.
SUPPORT: Georgia Hale.
TYPE: Tent-show melodrama.
TIME: The present.
LOCALE: A small mid-western town.
LENGTH: 5 reels.

SYNOPSIS: Alan Fraser labors for years to perfect a serum and is at last successful. Going to tell Vida, with whom he is in love, he finds her with Webley, another suitor. Later, through a practical joke on the part of Lida and Webley, Fraser falls down a flight of marble steps, striking his head which causes him to lose his memory. Wandering into an amusement park, he becomes attracted to Frances, daughter of the owner of a side show. Further complications cause him to become connected with the side show which eventually comes to Ashton, Fraser's home town. There he finds the people in the midst of a memorial service for Alan Fraser, whose discovery has done so much for humanity. His memory returns, and he introduces Frances to the people as his fiance. Following Webley, who has sneaked away from the group, Fraser administers a sound beating to the one who had caused him so much trouble.

HIGHLIGHTS: Side show scenes; Alan loses his memory; Alan re-appears at Ashton.

By Whose Hand?

Distributed by Columbia.
DIRECTOR: Walter Long.
STAR: Ricardo Cortez.
SUPPORT: Eugenia Gilbert.
TYPE: Crook melodrama.
TIME: The present.
LOCALE: An American city.
LENGTH: 6 reels.

SYNOPSIS: Van Suydam Smith, wealthy society man, visits a house party given by Silly McShane, a widow who owns some very valuable jewels. Smith is in the company of Peg Hewlett, a night club entertainer. Mortimer and Sidney, frequenters of the widow McShane's home, are displeased because Smith is there. It is known that the police have one of their cleverest men assigned to that district in search of a crook believed to be hiding at the McShane residence. During the evening, while Smith and Peg are outside, the lights suddenly go out, and when they are turned on, Mrs. McShane notices that her necklace is gone. She goes upstairs to protect her other jewels, and the lights again are extinguished, after which more gems are missing. Smith is suspected, but Mortimer is found to be the guilty one as well as the crook for whom the police had been looking. Smith proves to be a detective, and he and Peg are united in a happy ending.

HIGHLIGHTS: Many mysterious incidents; the jewels disappear; Smith proves to be a detective.

Stranded

Distributed by Sterling-Independent.
STAR: Shirley Mason.
SUPPORT: William Collier, Jr.
TYPE: Story of Hollywood.
TIME: Present.
LOCALE: Hollywood.
LENGTH: 6 reels.

SYNOPSIS: Sally Simpson, like most small town girls, gets the movie-star ambition and plans to go to Hollywood despite the pleading of Johnnie Nash, her fiance. In Hollywood she gets a few small parts but learns that the road is hard. She meets Lucille, a wise old trouper, who gives her advice to return home. Sally sends deceiving letters home, pretending that she has made good. The blow comes when her mother wires for $500 to save her eyes. Payne, who spends his income on innocent girls, offers to pay the bill "provided." In the meantime Johnnie has rushed to Hollywood, and arrives in time to save Sally from Payne's clutches. Johnnie pays the bill and Sally is willing to return home with her lover without a screen career.

HIGHLIGHTS: Hollywood scenes, the fight with Payne, good entertainment.

SHORT SUBJECTS

Spice of the Box Office

Newlyweds Christmas Party

Universal—Two Reels

Snookums is the center of attraction in this Stern Brothers comedy which should go well during Christmas time. Snookums follows his parents down town when they do their Christmas shopping and causes a great deal of commotion when he impersonates a jack-in-the-box in the department store. On the way home Snookums nearly causes a riot on the street car when the child takes control of the car. At last he invites a crowd of poor children to enjoy Christmas with him. And when Santa Claus comes down the chimney, he brings ironing boards to the Chinese boys and chickens to the darkies.

My Mistake

Universal—Two Reels

Charlie goes to the railroad station to meet his wife. A strange woman asks him to hold her baby for a minute. She is gone a long time. He walks up and down the platform looking for her while she looks for him in vain. He hears her speaking distressfully to a cop. The cop tells her of a kidnaping case and threatens to arrest the man when he finds him with the child. While he is greeting his wife the photographer comes up and sells him the photograph. They speed home, followed in another car by a woman who finally catches them, returning the baby to Charlie. He is accused by his wife of bigamy and kindred other crimes until the mother of the child straightens matters out by claiming her own.

For Men Only

Educational—One Reel

This short subject takes the patron-traveller into the mountains of Greece to a monastary. The daily life of the monks is shown in detail. The surrounding country is well photographed, the mountains, passes, rugged scenery, and the difficult climb to the spot. The title gets its name from the fact that no women are allowed. It is one of the Curiosities series.

Cows Is Cows

Universal—Two Reels

The town of Paradise brings a battling wonder to Piperock in a festooned carriage and insolently challenges the rival town to produce a better fighter. Piperock does a lot of boasting but no man answers the challenge until Dirty-shirt Jones jabs Magpie Simpkins with a hat pin, causing the latter to step out of line. Magpie is cheered and acclaimed as the forthcoming champion. Lacking the nerve to admit that he didn't step out on purpose he trains for the match and meets the champ in the ring on the appointed day. He is knocked around the ring at the pleasure of the champ and tries to make a get-away on horseback in the middle of the fight but is brought back by the determined Piperockers. During a fast round he sits on the ropes for a rest. An impatient fan pushes him back in the ring with such force that his head rams the solar plexus of the champ and knocks him for curtains.

The Bridal of Pennacook

Tiffany—One Reel

Here is one of Tiffany's celebrated color classics. Although only a single reel in length, it has all the ingredients of a feature. It is made entirely in Technicolor. The story is simple but effective. An Indian maid is greatly devoted to her husband. A rejected suitor attempts to murder the husband, but he is rescued by her arrival on the scene. Later the girl is caught in the rapids and the husband makes a thrilling rescue.

Red Hot Bullets

Educational—Two Reels.

Eddie Quillan, who used to be the village cut-up in Pathe comedies, has come over to the Educational lot and has made a comedy of rooky life, with George Davis as a partner. Eddie and George are two mountain boys who are pressed into the service when war is declared. Of course, there's the hard-boiled sergeant. Training life on this side of the water offer some good laughs, but when the boys are in the trenches, there is a riot. There are several battle scenes which look like the real thing if it weren't for George and Eddie running around like lost sheep. At last George, Eddie a colored boy, and the hard boiled sergeant find themselves in a hut. A runaway balloon with a dangling rope carry the house into the clouds. When they see the rope is about to break, they decide to jump out of the door and fall with the house. The rope breaks, the boys jump, and they land in a heap just outside the door, as the house had already landed on terra firma.

Swell Clothes

Universal—One Reel

Another of the drug store cowboy series with Arthur Lake. Arthur is very fond of Mary Nash but he is unable to keep up with Billy Fox who is a nifty dresser. When Arthur is invited to Mary's party, he feels pretty bad because he has no Tuxedo. He is asked to take a suit to the presser which gives Arthur an idea. Except for the fact that it is twice his size, the suit is just the kind he wants. So by a little fixing he is able to "borrow" the suit and go to the party. He has trouble in keeping up the trousers. Billy tells the owner of the suit of what happens and the owner comes to the party and takes it off of Arthur. But Arthur wins Mary's love by giving Billy a licking and taking his suit away from him.

Do Detectives Think?

Pathe—Two Reels

A big-time cast is seen in this Hal Roach comedy. There's Stan Laurel, Jimmy Finlayson, Noah Young, and Oliver Hardy. Hardy and Stan are the detectives who don't think. A criminal known as "The Slasher" has escaped from prison and has announced that he will slash the throat of the judge who sentenced him. The detectives are assigned to the home of the judge for protection. "The Slasher" is the butler in the house and is seen prowling around with an ugly looking knife. After many escapades and excitement Stan and Hardy realize that it is the butler whom they are after, and they corner him in a closet, and take him back to jail.

The Second Honeymoon

Pathe—Two Reels

Taylor Holmes and Leah Baird appear in this comedy, the second in the series of Henry and Polly. Holmes is a husband who does not show a great deal of effection for his wife and avoids kissing her as much as possible. At last Leah plots to bring her erring husband to his senses. She gives a big party and invites all the shieks of the town. Taylor declares he is too busy to attend, but when he hears of the affair, he is fired with jealousy, rushes into the house, grabs his wife from the attention of the slick-haired boys, and they start on their second honeymoon.

Tiffany acquires —
4 Jack London Sea Stories

JACK LONDON—writer of vivid, pulsating, daring and fascinatingly brutal drama of life—whose readers are numbered by the millions throughout the civilized world—whose stories dig into the depths and bring forth romance, love and adventure from the dark and hidden places of land and sea.

Casts are now being selected for these great Jack London epics—players of renown in keeping with the tradition established by Tiffany—Quality and real entertainment.

Four sure-fire box office attractions for every theatre.

NOW READY FOR RELEASE—

"THE HAUNTED SHIP"

With Dorothy Sebastian - Montagu Love, Tom Santchi, Ray Hallor, Pat Harmon, Eileen Percy, Bud Duncan, Blue Washington, Sojin—

Coming—"SEA PROWLERS," "STORMY WATERS"
"THE DEVIL SKIPPER"

Distributed by **RENOWN PICTURES Inc.**

H. F. LEFHOLTZ, Manager
1516 DAVENPORT ST. OMAHA, NEB.

EQUIPMENT AND SUPPLIES

Orchestraphone, Providing Cued Music, Makes Debut

Preview of Pickford Picture Reveals New Device To Exhibitors—Places Small Theatres on Par With Larger Ones

For several months past rumors have been rife that a new mechanical development in phonographic musical reproduction for moving picture backgrounding and incidental accompaniment was about to make its appearance on the market.

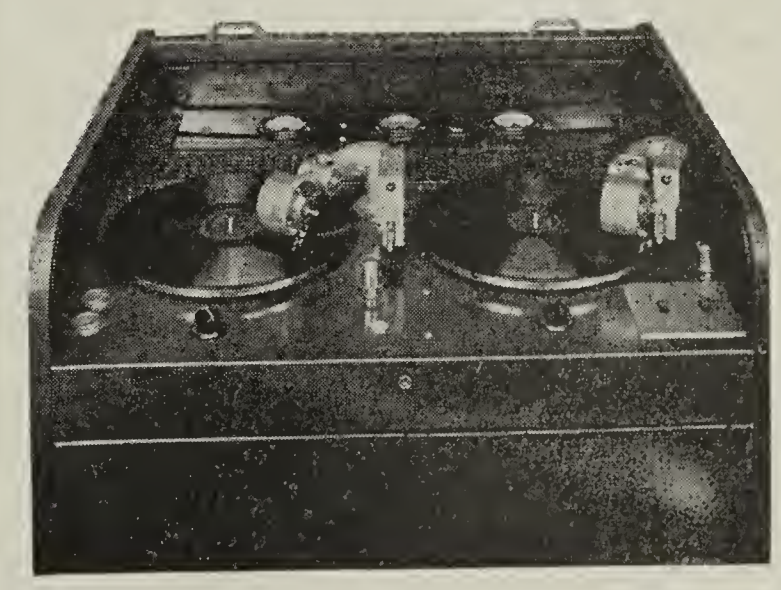
On November 3 the Orchestraphone was given its initial semi-public test during the previewing of the United Artists production, "My Best Girl," at the Eighth Street Theatre, in Chicago. Orchestraphone furnished the incidental music for Miss Pickford's starring vehicle, and the representative element of Chicago's theatre operating industry present were totally in accord in acclaiming the possibilities of the instrument.

This is a highly perfected scientific development of amplified reproduction, rendering to an exact degree in both quality and quantity, the music of the world's finest recording artists—jazz, dance and symphony orchestras, ensembles, instrumental soloists, organists. The Orchestraphone is not a talking picture device. Its music is simply cued and synchronized with the presentation on the screen, if desired, in the same manner as the orchestra leader or organist "plays the picture." It is conducted in the same manner as an orchestra, its operator at the console watching the screening and by the interchange of records and transposition from one record to the other, conducting the presentation of the scores in the same manner as the musical director functions in the orchestra pit.

Simplicity in operation is an outstanding characteristic of the entire device. Like all loud-speaking contrivances that have been developed for use in the cinema field, its basic principle is radio amplification. With pickup and modulator its tones are transmitted to loud-speaking horns placed at most advantageous positions in the auditorium, concealed behind the organ grills or in the orchestra pit as desired.

The device is absolutely independent of both the moving picture production and the projection. The records are selected from the stocks of two leading phonograph companies. A library of subjects may be selected, each one of which can be used for as many different pictures it is found appropriate for, precisely as the musical compositions in the library of the theatre orchestra.

With the introduction of the Orchestraphone, the small theatre seems to have been placed in a most fortunate position with regard to its musical offerings. At moderate first cost and exceedingly low operating costs, the music of the world-renowned artists is made available for every program or presentation. The National Theatre Supply company, with offices in all principal cities of the United States, has been selected as sole distributor of the Orchestraphone. The instrument will be installed and serviced from each of the Company's 31 branch offices.



Two views of the Orchestraphone, which marks an innovation in cued music.

EXPLOITATION IDEAS AND HINTS

Clergymen and Aviator Assist in Selling Out "Ben Hur" in Salt Lake

Clergymen and an aviator aided in putting "Ben Hur" over to a sell-out in Salt Lake City, Utah, where that feature played at the Pantages Theatre. Grant Pemberton, the theatre manager, put on the campaign, assisted by an M-G-M exploiteer.

Four days prior to the opening of the picture an invitation preview was held for the dignitaries of the Mormon Church, the members of the Ministerial Alliance and all state and city officials. During the intermission a request was made for written expressions, and subsequent mails brought endorsements from Presiding Bishop Cannon and Apostle McKay, both of the Mormon church. Due to the predominant Mormon element in this community these letters were of particular significance when on display. The preview also netted a story in the Deseret News.

It was arranged for a commercial aviator, to throw 15,000 novelties from his plane the day before Lindy's arrival in Salt Lake City. Since one side of the novelty carried an "ad" for Thompson no cost was experienced for distribution.

A radio stunt worked to excellent advantage when Announcer Ted Rogers of Station KSL broadcast a description of the entire picture as he viewed it from a box at the theatre. During this performance Rogers also announced all sub-titles as they were flashed on the screen.

One of the tallest structures in Salt Lake, the Kearns building, located next to the Pantages Theatre, is highly illuminated at night by searchlights thrown from the opposite side of the street. Permission was obtained to direct the rays of these lights on the theatre building for the opening night of the picture.

Postal telegraph messengers wore hat-bands reading, "Ben Hur Week—Pantages," and "Ben-Hur" perfumed blotters were placed in all Postal messages delivered in the city. Pass courtesies were extended for this cooperation.

The Lagoon race track featured on one of its programs, the "'Ben Hur' handicap." Besides the liberal mention this event received at the track, the Salt Lake Telegram ran a 3-col. cut of the winner captioned, "'Ben Hur' Handicap Thrills Racing Fans." A followup story made further reference to the picture as well as to the theatre management.

Thanksgiving Gives a Good Tie-up for Picture

"The Angel of Broadway" played Keith's East 105th St. Theatre, Cleveland, during Thanksgiving week. That gave Manager Henry Dykeman a rare exploitation opportunity. He filled forty baskets full of Thanksgiving goodies. They were on display in the theatre lobby.

And a pretty girl in pretty street attire walked around the busy Euclid-East 105th St. corners carrying one of the baskets, and also gave away cards telling what the stunt was advertising. The forty baskets were then distributed among worthy families whose names had been submitted by one of the charities.

Big Campaign for "The Gorilla" in St. Louis

A very extensive campaign was put over two weeks ago in St. Louis for "The Gorilla." The picture played at the Ambassador Theatre.

A tie-up with the St. Louis Times gave considerable advance publicity. Each day the synopsis of a reel was printed, except the last reel. A prize was offered for an original scenario of the last reel.

As a street ballyhoo an automobile was transformed into a locomotive, and in the cab sat Miss St. Louis II. Operating the machine and clamoring over it was the character Casey Jones disguised as a gorilla.

Boys, costumed as monkeys, scattered throwaways through the downtown streets.

"The Gaucho," Doug Fairbanks' latest offering, will be distributed on road show basis, United Artists has announced.

An AD-itorial

By HAL ELIAS
Metro-Goldwyn-Mayer Exploiteer

There are those among us who still gloat in orally extemporizing, "the industry is yet in its infancy."

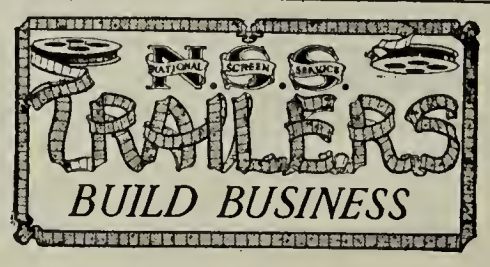
Then there are those among us who continue to question the wisdom of such seeming trite-ism.

And so, I pray you, gather 'round; give ear unto this modern Tale of Two Cities and render your decision accordingly.

Yea, and it so happened that there dwelt in a certain rural district two exhibitors, each of whom offered Cinema Entertainment in adjacent cities. By the royal count of ye County Commissioner said cities were but eight miles apart and census reports assured us that each city boasted a population of 2,100 inhabitants. A careful economic survey further divulged the fact that both cities catered to a mining element and conditions in general were practically identical, even to the seating capacity of the theatres in the respective localities. A coincidence? Yes—but wait!

And so there came a day when these two exhibitors, whom we shall designate as "A" and "B," were favored with a day and date booking of a certain outstanding Screen Special. Exhibitor "A" reasoned that his film rental on the Mighty Masterpiece was far in excess of that ever paid for any other picture ever flashed on his Silver Sheet and that an extensive exploitation campaign was necessary to produce maximum results. Exhibitor "B" theorized that the Gelatine Gem was already sold to his patrons because of the national publicity it had received and proceeded to stint on his advertising appropriation.

As the foundation of his campaign Exhibitor "A" was intent on circus-billing and wired his exchange the largest advertising order of his career. His newspaper representation was featured by a DOUBLE-TRUCK which was note-



worthy for the CONTEST angle it contained. "A's" MARQUEE and LOBBY were particularly attractive because of the many excellent CUT-OUTS displayed, while his STREET BALLYHOO was dignified and commanded unusual attention. Novelty HAND-BILLS gained a vast distribution and a clever LETTER ANNOUNCEMENT found entrance into many homes and business establishments. Several WINDOW TIE-UPS were also obtained.

To summarize, Exhibitor "A" exerted every promotional aid within his power to reflect a Grand Gross upon his box-office and——how he succeeded!!!

Exhibitor "B," in lethargic manner, rested on his oars content to drift upstream while the current of the picture guided his craft to safety. And strange as it may seem, "B," in his own way was successful too, but Box Office statements later proved that lack of live showmanship methods minimized his receipts to half of what "A" took to the bank following the picture's engagement.

And so we come to the Termination of this Tale, thinking of Exhibitor "B" and feeling justified in opining, "perhaps the industry is yet in its infancy after all!"

"Big Parade" in Peoria

When "The Big Parade" opened in the Apollo Theatre, Peoria, this week, manager Ralph Lawler was satisfied that the eager populace knew about it. A double truck of co-operative display advertising was run in the "Peoria Star" on Sunday—the opening day—and almost a thousand sheets of paper or window cards were plastered around the city for a radius of twenty miles.

He also used ten thousand of the litho heralds that were got out by the "Blatz Grape Gum" company as part of their co-operative ad campaign and the gum company put out another two hundred window streamers on which was a litho of Gilbert teaching Renee Adoree how to chew gum.

But then there were other little stunts Lawler and his co-workers did. One was to decorate both sides of the street on the public square—in front of the theatre with the flags of the allies. It looked as though it was "Old Home" week of the anniversary of the Armistice—instead of a good flash for "The Big Parade." Of course he had a splendid marquee and lobby display. As the business was practically capacity for the run of the picture—everyone knows it was all for the best.

The LOBBY
---Display Window of your Theatre

By JACK E. BAKER.

Is the marquee just a canopy to protect your patrons from rain, or is it one of the "agents" of your theatre to help you exploit your product? What better medium have you than this "agent?" It is before the public 24 hours of the day and if your display is arranged attractively, it cannot but help focus the eyes of the passersby to your display.

Study your press sheets. Every picture has some definite angle which you can use for your display.

I had occasion to pass the Ellantee Theatre at the time they were showing "The Big Parade." Sam Krimstein, the manager, had arranged a display that, without a doubt, was one of the best mediums of advertising the picture. Curious to find out the results of his efforts, I checked the people passing the theatre and at the close of the time, my figures showed that 90 per cent of the people stopped and looked up at the marquee. Remember, that this was just at a certain time of the day. Think of the other people who saw this display and it certainly must have impressed upon them that they must see the picture.

After my final check-up I carried on a little interview with the manager and found to my surprise that the display did not cost him more than five dollars. He tied up with the American Legion, who loaned him guns, rifles and other artillery pieces. He had large letters spelling the words B-I-G P-A-R-A-D-E, cut from compo board mounted in a frame right over his main entrance. At each end of the canopy he had a 3-foot banner sign with the letters cut out and with transparent paper pasted underneath them. These signs could be seen for blocks away. American flags and banners completed the display. The whole thing was simple and effective.

Results were he had a hold-out every night he showed the picture. This is just an example. You may exploit each picture differently and when it is exploited, it is bound to bring results. Cut-out letters are not hard to make. It just takes a little time and a little paint.

Above is a picture of the display used by Sam Krimstein for "The Chinese Parrot." This display was made of beaver board, stippled with plaster paris and guilt, and cut out to give a sunbeam effect. Transparent paper was used, with red bulbs as flashers. Cut-outs were taken from a 3-sheet, mounted on beaver board and hung in the archway of his design. The curtain effect gave it a stage appearance.

Hereafter Mr. Krimstein will use this shadow box for a permanent display. The entire display did not cost him more than $10.

Grocery Stores Boost "Cat and the Canary"

Laura La Plante's tie-up with Kellogg's "Pep" was used to good advantage in the "Cat and Canary" campaign in Los Angeles put over by Jeff Lazarus, director of publicity for the West Coast, Thomas Samson, publicity man for the Criterion Theatre and Harry Davidson, exploiteer for the Criterion.

The entire window of the Herald branch office was turned over to a large display of Pep packages surrounding a Laura La Plante pep poster with the theatre credit announcing the picture at the Criterion.

NOW!

You Can Have
Orchestra Music - Organ Music
Played by the world's finest musicians
At Moderate Cost

SYNCHROPHONE

A MARVELOUS REPRODUCING INSTRUMENT

that solves the music problem of the small theatre—and puts its musical accompaniment on a par with that of the largest theatres in the country.

CUES pictures perfectly and beautifully with the finest of music—affords musical programs between pictures---simple in operation—extremely low in initial and upkeep cost.

WRITE—WIRE—PHONE FOR COMPLETE INFORMATION

DEALERS WANTED: We have a very attractive proposition to offer on State Rights distribution. ACT AT ONCE.

The SYNCHROPHONE CO.

1818 Wyandotte Street
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THE CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

EQUIPMENT FOR SALE

PLAY SAFE—Patronize the "OLD RELIABLE." Established 20 years. Satisfaction guaranteed. Rebuilt Powers-Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE—Photo player, $650. Also Cremona pipe organ, $600. 321 Securities Bldg., Des Moines, Ia. Ctf

MUSIC ROLL BARGAIN
QRS and US Piano Rolls 20c each, lots of 25 or more. Regular 75c and $1.25 rolls. Many new ones. Here's a bargain if you want new tunes. Hurry Majestic, Washington, Kas. P1t

1 High speed (750) R.P.M. 10 H.P. gasoline or kerosene engine. Direct connector to 4 K.W. 60-75 volt D.C. Generator. Complete slate switchboard and instruments—F. O. B. $350.00. Guaranteed in good condition. Address Muse-U-Theatre, Tularosa, New Mex. P1t

FOR SALE: 1 new De Vry camera and one hundred feet of negative film. Cheap if taken at once. Address 110½ West 4th Street, Room 5, Grand Island, Nebr. P1t

THEATRE CHAIRS

500 Brand New Extra Heavy Veneer Chairs—Mahogany finish, 7 ply backs, ¾ in. thick, 5 ply seat bottoms ½ in. thick. Quick delivery. Remarkable low price. Write for exact photograph and full details. C. G. Demel, 845 South State, Chicago. P2t

FOR SALE—750 used theatre chairs mahogany finish, good condition, two Powers machines 6A and 6B, motor drives, type E lamphouses good condition 12 by 14 Gardener screen in excellent condition.—J. C. S. care Movie Age Omaha, Nebr.

750 veneered and upholstered chairs for sale cheap. Can be seen in storeroom at Regent Theatre, Flint. Write or phone W. S. Butterfield Theatres, Inc., 505 Insurance Exchange Bldg., Detroit, Michigan. C3t

POSITION WANTED

AT LIBERTY.—A-1 violinist, experienced all lines. Double banjo and alto. Large library. Can furnish drummer with all around experience. George Rausch, 2309 E. 38th, Kansas City, Mo. P1t

MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St.
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BOX-OFFICE REPORTS

COLUMBIA

The Blood Ship, Hobart Bosworth.—Splendid drama. Very good cast. Patronage well pleased. Fairly good business. Print very good.—E. Zeyen, Zaring, Indianapolis, Ind.

Remember.—A very good picture. Pleased everybody. Also has good drawing power.—Harry Miller, Crystal, Anderson, Ind.

Rich Men's Sons.—Very good production. Print good.—L. J. Murdock, Lyceum, Terre Haute, Ind.

The Price of Honor.—This picture very good. Condition of print good.—L. J. Murdock, Lyceum, Terre Haute, Ind.

Sweet Rosie O'Grady, Shirley Mason.—Good comedy drama. Pleased all.—O. J. Chandler, Diana, Tipton, Ind.

The Blood Ship, Hobart Bosworth.—Pleased all who saw it. Personally, thought it a very good picture.—H. A. Summers, New Grand, Evansville, Ind.

The Kid Sister.—This is certainly a good feature with a good moral.—Sam Carlton, Strand, Frankfort, Ind.

Alias the Lone Wolf, Bert Lytell.—Better than "The Lone Wolf Returns" and keeps them guessing to the last foot of film. Fans thought it a wonderful picture, all praise it. Exhibitors can't go wrong to step on that picture.—C. E. David, Senate, Cameron, Mo.

The College Hero, Robert Agnew.—Another college picture on which I did not make a dime. It did not pull them in.—Ben Almond, Garden, Westerville, Ohio.

EDUCATIONAL

Nothing Matters.—New idea in shorts. Many laughs from older generation.—Norman Thom, Opera House, Beverly, Ohio.

FBO

Lone Hand Saunders, Fred Thomson.—Good drawing power.—Pleased patrons who ordinarily do not like Westerns. Everyone likes Silver and Fred's clean cut style.—Norman Thom, Opera House, Beverly, O.

Her Father Said No, Star cast.—A very good picture and good comedy.—H. Bohlen, Yutan, Neb.

Lone Hand Saunders, Fred Thomson.—Not as good as other Thomsons.—H. Bohlen, Yutan, Neb.

FOX

The High School Hero, Sally Phipps.—Just a program picture. If you can get the high school basket ball team to sell tickets on this one, you may come out O.K. Some real good comedy. Would have been better if they had kept the dog out of picture. School play shots too long.—Ben Almond, Garden, Westerville, O.

METRO - GOLDWYN

The Understanding Heart, Joan Crawford.—Serialized in a local paper, drew well, but patrons complained about difference from original story.—Norman Thom, Opera House, Beverly, O.

The Fair Co-Ed, Marion Davies.—A college life of the campus. A very clever story and good basket ball game. Well directed and should make good in any small town. Good chance for a college town tie-up with the girls basket ball team.—Ben Almond, Garden, Westerville, O.

PARAMOUNT

God Gave Me Twenty Cents, Lois Moran.—A fair plot, not very cleverly screened.—C. N. White, Community, Laurelville, O.

Drums of the Desert, Warner Baxter.—A very good picture, equal to "The Vanishing American."—C. N. White, Community, Laurelville, O.

RAYART

The Fast Freight, Helen Holmes.—A highly satisfactory picture for Saturday.—Oscar Reinhart, Elite, Humbolt, Kas.

The Show Girl, Mildred Harris.—A real picture bought at the right price.—S. M. White, American, Keytesville, Mo.

One Punch O'Day, Billy Sullivan.—Here is one that will stand them up in their seats on Saturday nights.—S. M. White, American, Keytesville, Mo.

Modern Daughters, Edna Murphy.—A very good picture.—D. Donnice, Palace, Kansas City, Mo.

King of the Jungle, Serial.—A clean up.—William Parsons, Pershing, Joplin, Mo.

The Cruise of the Hellion.—This holds your attention from start to finish and for any house wanting an action picture could be ranked as a special in every sense of the word equal with "The Blood Ship," "Convoy," or "Yankee Clipper." I can truthfully say that I liked the "Hellion" better than the three mentioned above.—B. F. Cutler, Odeon, Bartlesville, Okla.

The Million Dollar Mystery.—A very good picture that pleased about 90 per cent of the people who saw it. Draw from town of 500 and community around but had to buck a couple of parties and a church social.—Walter Berger, Baker, Overbrook. Kas.

TIFFANY

Lightning, Robert Frazier.—This picture broke all house records against opposition's double program. Recommend this as one of the best features for drawing power and for satisfying customers that can be bought on the market today. Book it and profit as I did. Boy, she is a pip.—A. E. Jarboe, Royal, Cameron, Mo.

UNITED - ARTISTS

The Bat.—A very clean and very interesting mystery picture.—Parish Hall, Conception, Mo.

UNIVERSAL

The Lone Eagle.—A war and airplane story with something new in the way of entertainment.—Parish Hall, Conception, Mo.

A Hero on Horseback.—A western comedy above most of the others.—Parish Hall, Conception, Mo.

Cheating Cheaters.—A good mystery and detective story.—Parish Hall, Conception, Mo.

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MOVIE AGE

Volume VI — OMAHA, NEBR., DECEMBER 3, 1927 — Number 2

FACTS

about "The Student Prince in Old Heidelberg"

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2 **RAMON NOVARRO** — The star who is thrilling all America today in *"Ben Hur"* gives a performance that will win him more followers than ever.

3 **NORMA SHEARER**—The most romantic role in the career of this wholesome beauty who is truly today's idol.

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A Business Magazine
for the Film Trade in Iowa and Nebraska

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The Better Entertainment

From **VARIETY'S** MILWAUKEE REPORTER *issue of Nov. 2*

The Davidson, legit house, did plenty of damage to the big houses with a reissue of "Passion."

Estimates for Last Week

Alhambra (U)—"Way of All Flesh" (Par) (3,000; 25-50). Second week ran fair but picture had its day; closed with around $34,000 on two weeks; last week near $14,500.

Davidson (Brown)—"Passion" (reissue) (1,800; 50). Shoved in when no road shows could be found; had phenomenal run considering short time for publicity; close to $7,000.

Garden (Brin)—"Magic Flame" (U. A.) (1,100; 25-50-75). Considering size of house topped anything on record per capita; holding over after bettering $12,800.

TIFFANY-STAHL PRODUCTIONS, *INC.*

M. H. HOFFMAN, VICE PRES.

1540 BROADWAY NEW YORK CITY

EDITORIAL

ATMOSPHERE **alone** does not a business make That little sentence might well be pasted in every exhibitor's hat—and referred to frequently. It may serve as a safety valve, when the urge comes up to surround picture entertainment with stage bands, stage settings, and a lot of other gingerbread that takes the profits and throws them right out of the window.

There has been a lot of talk about the folly of lavish stage presentations and the overshadowing by these overhead boosters of the motion picture. A great deal of this presentation has been crammed down the public's entertainment throat without regard for the public itself. The public hasn't been clamoring for this kind of stuff. It was started by a large theatre in a very large city and then all through the country one theatre after another imitated; each trying to outdo the other until so much of this piled up that the picture has been thrown out of focus; and while gross intake has shown an increase at some of these theatres, the net profit has steadily decreased. We said at the beginning of this paragraph that a lot has been said about all of this—and it has—so we'll just quit talking about it right here and go on to give a concrete example of what we started to tell you in the first place.

Just a few weeks ago in a thriving middle-western city a new picture palace was opened, amid much pomp and ceremony and a gorgeous dedication. Officials of the company were present on the inaugural night and much was promised to the public in the way of entertainment. Its pictures would be of the very first water and its stage presentations would be second to none; through its producer affiliations it had the power to secure and give only the best, etc. Everything was beautiful. The theatre is indeed a magnificent structure. It is worth the price of admission just to go in and sit down—the first time. But after that, what does its elegance and magnificence mean without good entertainment?

The theatre we speak of is not yet two months old. It is by far the most beautiful structure of its kind in many states in its part of the country. And yet it is not "knocking them over" like its builders thought it would, because, with all its beauty, with all of its atmosphere, it has not given the public what it pays to see—good pictures! Its presentations have been far from what promises led one to believe they would be. After all there are only so many tricks in a vaudeville bag, and then its just a case of repetition of the same thing over and over again. Perhaps a new face or a new name once in a while, but what does the public know about most of these names? They're a joke most of the time and known only to their booking managers.

Two million dollars is a lot of money to put into any business. And it takes a lot of sixty cent admissions to get it back. If an enterprise is worthy of such an investment, it is surely worth backing up with good picture entertainment that will get patronage and build up steadily with the same ones coming back week after week! The picture is being cheated—producers are being cheated in their own theatres by the continuance of their ridiculous first run policies.

Fortunately the majority of exhibitors, those in the smaller theatres and in the smaller towns, have not followed this policy to any extreme. And the example the "big boys" are making is a good one **not** to follow. It builds business for today and today only. It does nothing for the following week or the following month or year. Atmosphere is great stuff to "Oh" and "Ah" about for a time or two, but that wears off very quickly. It takes pictures—good pictures week in and week out to build business. And the sooner producer-exhibitors get down to making better pictures and exhibiting them, properly advertised as the main attractions of their own theatres, the sooner will many of the industry's present ills correct themselves.

MOVIE AGE

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Gotham Closes Contract With the Orpheum Circuit

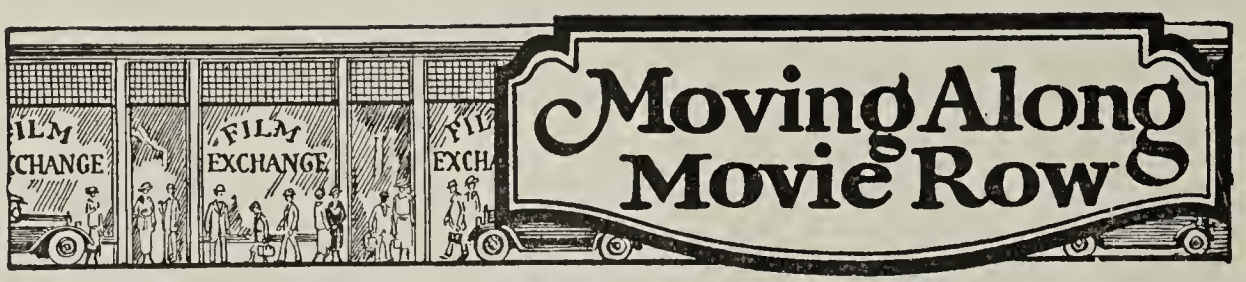
What may be an important trend in film bookings is foreseen in the recent booking deal consummated between Budd Rogers, vice-president of Lumas Film Corporation and Nat Wolf of the Orpheum Circuit, whereby Orpheum houses in several cities have contracted for first run bookings on the Gotham Productions "The Satin Woman," "The Girl From Rio," "The Cheer Leader" and "The Rose of Kildare."

A significant point in this contract pertains to the city of Omaha, as while negotiations have been pending but are not yet definitely closed for this territory, many booking including the very important key city first run, have been settled direct by Lumas Film Corporation.

In making known this fact, Mr. Rogers stated "We are much more interested in securing the proper exhibitor representation for our product than we are in the mere matter of deciding on a local regional distributor. Our organization is fully equipped to service such contracts, both in the physical handling of prints and accessories, and in other ways.

"No effort was made to sell the Orpheum Circuit the balance of our program, or rather the pictures which have not been completed, we preferring to concentrate on production which we were ready to screen, and we are pleased to state that every picture screened, was booked. Further and future productions are to be offered on the same basis which is eminently fair to both parties."

Friday has been made the change day at the Riviera Theatre, Omaha.



Moving Along Movie Row

The Rialto Theatre here has adopted a week stand policy.

* * *

A. A. Johnson of Walnut, Ia., visited Omaha last week.

* * *

J. W. Anderson of Tekamah, Nebr., called on Film Row last week.

* * *

Mr. and Mrs. E. P. Kennedy of the Star Theatre at Litchfield, Nebr., visited Movie Row last week.

* * *

Ben Harding of the Liberty Theatre at Council Bluffs was in a hospital in Omaha last week for an operation.

* * *

Mrs. Frendsen and Mrs. Weeks of the Opera House at Onawa, Ia., were in Omaha last Saturday.

* * *

Two weeks ago E. P. Albertson, formerly salesman and publicity man for Fox, was promoted to assistant manager.

* * *

Miss Esther Davidson, of the Universal staff, is leaving Saturday to prepare for her wedding which will take place Christmas Day.

* * *

Jimmie Abrose, formerly United Artists branch manager, was back in Omaha for several days last week.

* * *

Alexander Frank, formerly exhibitor at Waterloo, Ia., is now the manager of the Hostetler Amusement Co., at Omaha.

WHO'S WHO IN LOCAL FILM CIRCLES

EARL BELL.

The subject of this sketch, who is manager of the Omaha branch of Warner Bros., probably is the veteran showman of Omaha exchanges.

Earl Bell

His career started at the age of ten years, when he assisted in taking tickets and performing other errands at the old Boyd Theatre, for many years one of the best known playhouses in the West. His next experience was in the American Music Hall, where he worked through various positions up to the post of treasurer.

Mr. Bell entered the film business nine years ago, when he became manager of the Realart Film Company. After a year with Realart, he became a film salesman for Fox and two years later was assistant manager. His next post was as special representative for Warner Bros., out of New York, after which he returned to Omaha in the position of manager, which he still holds.

In Mr. Bell's earlier experience he turned his attention to amusement parks, having interests in both Lake View and Krug Parks. About the same time he became interested in road shows and personally managed shows which carried as many as 100 players.

Mr. Bell is known as a man who works 24 hours a day, has no hobby and spends no time on golf, baseball or bowling, but finds his best recreation at home with his family. He is regarded as a square-shooter, in every sense of the word.

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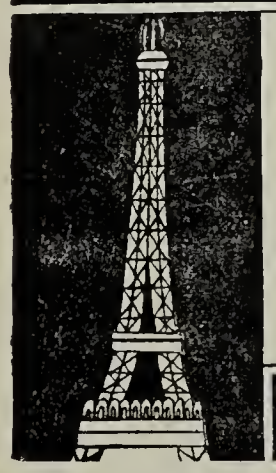

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"Callahans and Murphys" Distribution Withdrawn After Cardinal Protests

Following a formal request from Cardinal Dougherty, of Philadelphia, one of the leading ecclesiastics of the Roman Catholic church, Metro-Goldwyn-Mayer has withdrawn "The Callahans and the Murphys" from distribution. This picture has been the storm center of considerable discussion and argument because of the reflection it is alleged to have cast upon Irish people.

Another picture which had come in for some criticism from Catholic sources, "The Garden of Allah," because one of its characters is a priest who forsakes his vows for a period, is reported to have received endorsement at the same time the first one was condemned. All M-G-M exchanges have received orders to withdraw "The Callahans and the Murphys" from distribution, which order is effective at the present time.

In a letter from Nicholas M. Schenck, president of M-G-M, to John H. Gallagher, editor of the Catholic Standard and Times, he says: "It is needless for me to say to you that our organization has no desire to do anything in any way that casts reflection or does an injury to the Irish people—and when Cardinal Dougherty, one of the recognized leaders of the Irish people, requests that we withdraw the film and makes his request in the manner that he has made it, then we feel that we must meet his request in the same manner."

Says Inactivity Real Proof of Prosperity

The proposed eight weeks closing of the Warner Studio has been misunderstood in many quarters, according to H. M. Warner, president of the company, who says that it is a distinct reflection of the healthy position of the industry and not a symptom of a slump in the prosperity of picture making.

"The two months of inactivity are not a 'lay-off' in any sense of the word. Our organization is a 100 per cent intact and the time will be devoted to vacation periods for our stars and leisure for our scenario staff to get in hand the preliminary work on our 1928-29 program that will go into production as soon as the plant reopens.

"The closing of the studio means only one thing—that Warner Bros. is in the most advantageous and prosperous position since the inception of their business."

Constance Talmadge Signs United Artists Contract

Constance Talmadge became a United Artist Monday of this week.

Joseph M. Schenck, producer of Miss Talmadge's films, which have been released hitherto through First National, announced signature of a long term contract between himself and Miss Talmadge for future release of her productions through United Artists.

"East of the Setting Sun," George Barr McCutcheon's novel, will be Miss Talmadge's first United Artists vehicle, Mr. Schenck said. The film will be made at United Artists studios, where Miss Talmadge made her last two pictures. No director or leading man has as yet been signed, according to Schenck.

Constance Talmadge follows her sister, Norma, into United Artists. "The Dove," to be released in January, will be Norma Talmadge's first United Artists Picture, and "A Woman Disputed," to go into production Christmas week under direction of Henry King, will be Norma Talmadge's second United Artists picture.

Constance Talmadge will make two pictures a year for United Artists. Her new contract places her in the United Artists picture gallery along with Mary Pickford, Norma Talmadge, Gloria Swanson, Corinne Griffith, Vilma Banky, Gilda Gray and Dolores del Rio.

National Pathe Week is Regarded as Real Success

Following the showing recently on Broadway, when nine first-run houses played Pathe pictures, during National Pathe Week its product was shown in approximately eighty per cent of the motion picture theatres of the country.

The results of this drive, instituted by General Sales Manager Phil Reisman and Short Subject Sales Manager Harry Scott, have exceeded their expectations.

To give a complete and detailed list of feature bookings for National Pathe Week is impossible, through the lack of space, nor is it possible to give individual credit to the men in the field for the great record they have made. It is sufficient to say that every branch is represented in every key point during this week in such centers as New York, Chicago, San Francisco, Detroit, Washington, Minneapolis, Milwaukee, Cleveland, Cincinnati and other big cities where there were simultaneous showings of De Mille features in from three to eleven theatres.

Reduce Colleen Moore's Next Season's Output To Only Three Pictures

A definite change in the policy of Colleen Moore's pictures has been announced by First National for the star's 1927-28 program. The chief departure from the previous years' plans will be the filming of only three pictures instead of four.

"Lilac Time," a George Fitzmaurice production, is the first on the list. This war romance, that starred Jane Cowl on the stage, will be followed by "Baby Face," an adaptation of the Frederic and Fanny Hatton stage play "Synthetic Sin," now running in New York. The third and final picture on the program will be "Oh, Kay," the musical comedy sensation running in London, New York and a dozen other cities.

The 1927-28 group is expected to surpass any group Colleen Moore has offered during the four years she has been a First National star, and is considered a stronger lineup of stories than even those containing "Flaming Youth," "So Big," "Irene" and others.

More time for scenario preparation and more time for editing are assured Miss Moore's pictures through the new arrangement.

Good Progress is Made On M-G-M Short Subjects

Two-thirds of the short subjects being released by Metro-Goldwyn-Mayer for 1927-1928 are completed. Production of such a large percentage of the year's product when but one-quarter of the current season has elapsed shows careful planning since the company's entry into the short subject field.

The short subjects which are now complete include five of the series of ten Hal Roach comedies starring Charley Chase, five of the series of ten Roach All-Star comedies starring Stan Laurel and Oliver Hardy, four of the series of ten Roach comedies starring Max Davidson, four of the series of ten Roach comedies starring "Our Gang," two of the series of six technicolor "Great Events" and the entire twenty five of the series of UFA Oddities. This summary, of course, makes no record of M-G-M News which has been released twice weekly since the week of August 15 and which this week issues its twenty-eight release.

The third release of the technicolor "Great Events'" series, which is to be "Napoleon and Josephine" is now in production.

Function of Screen Is The Same as Newspaper Congress Committee Told

Reasons why the admission tax against theatres should be removed by the new congress which opens next month were presented last week at a meeting of the ways and means committee by M. J. O'Toole, secretary and business manager of the Motion Picture Theatre Owners of America.

He thanked the members of congress through the committee for the consideration shown the theatre owners at previous sessions where all of the film and seat tax and a considerable portion of the admission tax was removed. He declared that this was a fitting concession to a developing industry which contributes so much to the greatness of the United States and the maintenance of our national preeminence over all other nations.

Mr. O'Toole said that he desired if possible, to establish the principle with Congress that the theatre was a community institution and the motion picture theatre screen an element of expression like the newspaper and as such, because of the constant service being given to government and people, should be free from all special tax. He recounted specific instances where a broad measure of screen service was being extended to government departments, the heads of which valued the same even beyond a money estimate.

This view of the situation impressed the members of the committee and if this principle becomes the accepted view of congress and government officials generally, it will mean that the motion picture theatres will be free from all special taxation and that censorship will also disappear.

In conclusion Mr. O'Toole said, "We desire to establish with you gentlemen and through you with all members of congress, the service status of the Motion picture theatre screen. We respectfully present to you, the now generally acknowledged fact that it is the screen press, that its diverse service attributes comprehend invaluable information and publicity elements and that as such, it owes to the government in this relative manner, the same duties and obligations as the newspaper and magazine and it is entitled to the same relative consideration, official and otherwise, at your hands."

Terriss To Direct For FBO

Tom Terriss, English actor and American director, has been selected to direct "Beyond London's Lights," an adaptation of J. J. Bell's novel, "Kitty Carstairs," for FBO, according to an announcement by William LeBaron, vice-president in charge of production.

A new record in scanty costumes has been set at the Mack Sennett studios. During the filming of a bathing girl comedy, as yet untitled, Carrolle Lombard and some of the other girls, appeared in such abbreviated costumes that they had to be glued on in order to insure their staying in place. Many of the scenes in the girl comedies, especially those featuring the lack of clothes, are being taken on technicolor film to double their attractiveness.

Harvard U. to Co-Operate With Pathe in Science Films

Harvard university has definitely entered the field of visual education through the medium of motion pictures. As a result of a contract between Harvard and Pathe Exchange, Inc., of New York, the university will prepare series of pictures dealing with different scientific subjects, to be known as the Pathe Science series.

Although these pictures are destined primarily for university, colleg e and school uses, they will be appropriate for the theatre, the church, the club and other social organizations. These series, when completed, will be distributed through Pathe's thirty-three branch offices all over the country. The first of the series will be ready for distribution by January 30, 1928.

The contract, which extends over a five-year period, was signed by President A. Lawrence Lowell, of Harvard, and Elmer Pearson, first vice-president of Pathe. As Pathe has been cooperating with Yale university through the distribution of the "Chronicles of America" series for four years, this contract means that Pathe now has the cooperation of the two oldest universities in the United States.

Release Dates in First National Pictures Changed

Ned E. Depinet, general sales manager for First National Pictures, has advanced the release date on the new George Fitzmaurice-Billie Dove special, tentatively known as "Louisiana," from January to December. Its release date is now December 18.

"The Private Life of Helen of Troy," the special which had previously been scheduled for December release, will be withheld till the following month.

First National December releases now run as follows: "The Valley of the Giants," starring Milton Sills; December 18, "Louisiana"; December 25, "Her Wild Oat," starring Colleen Moore.

FBO February Jubilee Will Mark Sales Drive To Honor J. P. Kennedy

To commemorate the second anniversary of the entrance of Joseph P. Kennedy, president of FBO, into the motion picture business, the month of February, 1928, will mark the start of a selling campaign to strengthen good will between the organization and motion picture devotees.

The highlight of FBO's February Jubilee will be a special drive by the sales force, already inaugurated, to place an FBO picture in every theatre in the United States and England, sometime during February, when five features and four short subjects will be ready for exhibitors, in addition to the product already announced.

"Her Summer Hero," a charming story of the amorous adventures of a lifeguard at a famous summer resort, is listed among the February offerings. The world's most famous swimmers, including Duke Kahanamoku, holder of the world's record in the 0-yard dash; Clyde Swensen, American representative at the Olympic games; Lee Jarvis, Pacific Coast champion, and a half score of other acquatic celebrities competed in an exhibition race in it.

"Wall Flowers," an adaptation of the Temple Bailey best seller, which ran serially in the Ladies Home Journal, is another of the February highlights. Temple Bailey's following is as great as that of Gene Stratton-Porter, and her millions of readers will welcome Leo Meehan's screen transcription.

"Coney Island," which Ralph Ince recently completed, is an authentic film story of the world's greatest playground. Mr. Ince came to New York expressly to film exteriors for the picture at the famous pleasure resort. Lois Wilson, Lucila Mendez and Rudolph Cameron share featured honors.

"Legionaires in Paris" is another film that will help make February a jubilee month for FBO. Filmed during the American Legion convention in Paris a couple of months ago, the picture is a comedy of the adventures of two legionaires during their brief sojourn in Paris during the convention. Al Cooke and Kit Guard, well known comedy pair, portray the two legionaires.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING NOVEMBER 26

ORPHEUM

Main Event, (Pathe), Vera Reynolds Charles Delaney.

DIRECTOR: William K. Howard.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: Story of a cafe dancer in the colorful atmosphere of the fighting arena. A romance of two girls and two boxers.

ENTERTAINMENT MERITS: 85 per cent.

MOON

Chain Lightning (Fox), Buck Jones.

BUSINESS: Excellent.

AUDIENCE REACTION: Very well entertained.

SUMMARY: Buck Jones as a dangerous western gunman shows some breath-taking action when he recovers his stolen horse. Among thrills and hazards he wins the girl he loves.

ENTERTAINMENT MERITS: 80 per cent.

SHORT SUBJECTS: "Better Luck," Gump Comedy, Whispering Smith serial No. 8.

SUN

Cameo Kirby, (Fox), John Gilbert.

BUSINESS: Fair.

AUDIENCE REACTION: Fair.

SUMMARY: Re-issue of one of John Gilbert's early films. A romance of Mississippi River gambling days when steamship companies had to fight gamblers who preyed on the passengers. Gilbert is the gambler hero.

ENTERTAINMENT MERITS: 70 per cent.

SHORT SUBJECTS: Mable Normand Comedy, "Nickel Hooper."

WORLD

Spring Fever, (M-G-M), William Haines, Joan Crawford.

DIRECTOR: Eddie Sedgwick.

BUSINESS: Very good.

AUDIENCE REACTION: Liked it.

SUMMARY: Hilarious comedy romance in which Haines has the role of a shipping clerk who teaches his boss how to golf. In return he is introduced to the country club set. All exceedingly humorous. Haines is becoming more popular every day.

ENTERTAINMENT MERITS: 80 per cent.

SHORT SUBJECTS: Not the Pipe—Fox Comedy.

RIALTO

My Best Girl, (United Artists), Mary Pickford.

BUSINESS: Very good.

AUDIENCE REACTION: Always like Mary.

SUMMARY: A pretty romance of a little 5 and 10 cent store girl and a clerk, who turns out to be the boss' son. Mary holds her own in this picture.

ENTERTAINMENT MERITS: 90 per cent.

RIVIERA

Dress Parade, (Pathe), Wm. Boyd.

BUSINESS: Fine.

AUDIENCE REACTION: Very well pleased.

SUMMARY: A conceited small town athlete enrolls as a "plebe" at West Point, where the school and a pretty girl make a man of him. A realistic story with a practical moral.

ENTERTAINMENT MERITS: 90 per cent.

Strikes and Spares

FILM INDUSTRIAL LEAGUE

F B O, Warner	Won	Lost	Pin Ave.
Liberty	17	10	745
M-G-M	15	9	744
Paramount	14	13	699
First National-United A.	14	13	736
Pathe	11	13	721
Universal-Blizzards	9	18	674

High Three Game Total, FBO, Warner ---------- 2520

High Single Game Total, Paramount ---------- 899

INDIVIDUAL AVERAGES

Comer	190	Nightingale	150
Gorham	182	Fletcher	149
Hensler	179	Fangman	145
Cross	173	Harms	144
Danke	163	M. Monsky	144
Weitz	163	McBride	144
Bierman	161	Booth	138
Doherty	159	Van Dollan	138
Williams	156	Strickland	135
Morrison	156	Branson	135
P. Monsky	155	Malchaw	136
Stolte	155	Mitchell	132
Howell	155	Trent	132
Barker	154	Diamond	130
Fridell	152	McCool	128
Faulds	151	Nedley	125
McLucas	151	Fischer	124
Pomy	150	Okum	120
Mendelson	150	Childs	113

High Three Game Total, Comer ---- 661

High Single Game Total, Harms ---- 239

LADIES' FILM LEAGUE

Team	P	W	L	Pins	Pct.
Fox	15	12	3	5753	800
M-G-M	15	8	7	5388	533
FBO	15	2	13	4578	133
Warner-Uni	15	2	13	4578	133

INDIVIDUAL AVERAGES

Casper	123	Wood	79
Phillips	116	Foley	78
Gillen	102	Miller	78
Nightengale	100	Palmer	75
Anderson	95	Barta	73
Blesh	94	Nepodal	67
Frankson	90	Lonergan	62
Gilchrest	84	Perrine	59
Molseed	81	Green	59
Thortson	80	Fletcher	56
Trent	80	Peterson	54

The two leaders in the Industrial League locked horns Monday night and as a result the Metros were tumbled out of first place, the F B O-Warner aggregation going to the top of the class by winning two out of three games.

* * *

Two new faces last week were Bob Booth, who rolled with the Metro-Goldwyns, and Charlie Williams, of the F B O-Warner squad. Bob and Charlie, while on opposing teams, have much in common. Each is a theatre owner and film salesman. Possibly they sell film to keep their theatres going, or vice versa.

* * *

The only 200 games last weeks were rolled during the Pathe-United Artists match. Bob Graham's 214 was high for the evening. McLucas was right behind him with 213.

* * *

Al Danke had 202, but he tied it in with an 189 and 199, which gave him a 590 series, that being Monday's high total. Al is taknig his bowling seriously this year.

* * *

An unusual thing happened on the United Artists team with Gorham and McLucas first and second and Gus Diamond with 104 and Von Dollen 103, at the bottom.

* * *

Don Cross was in a class by himself as he was somewhere in between the top and bottom. Alley No. 3 got Don's goat and could not locate it again.

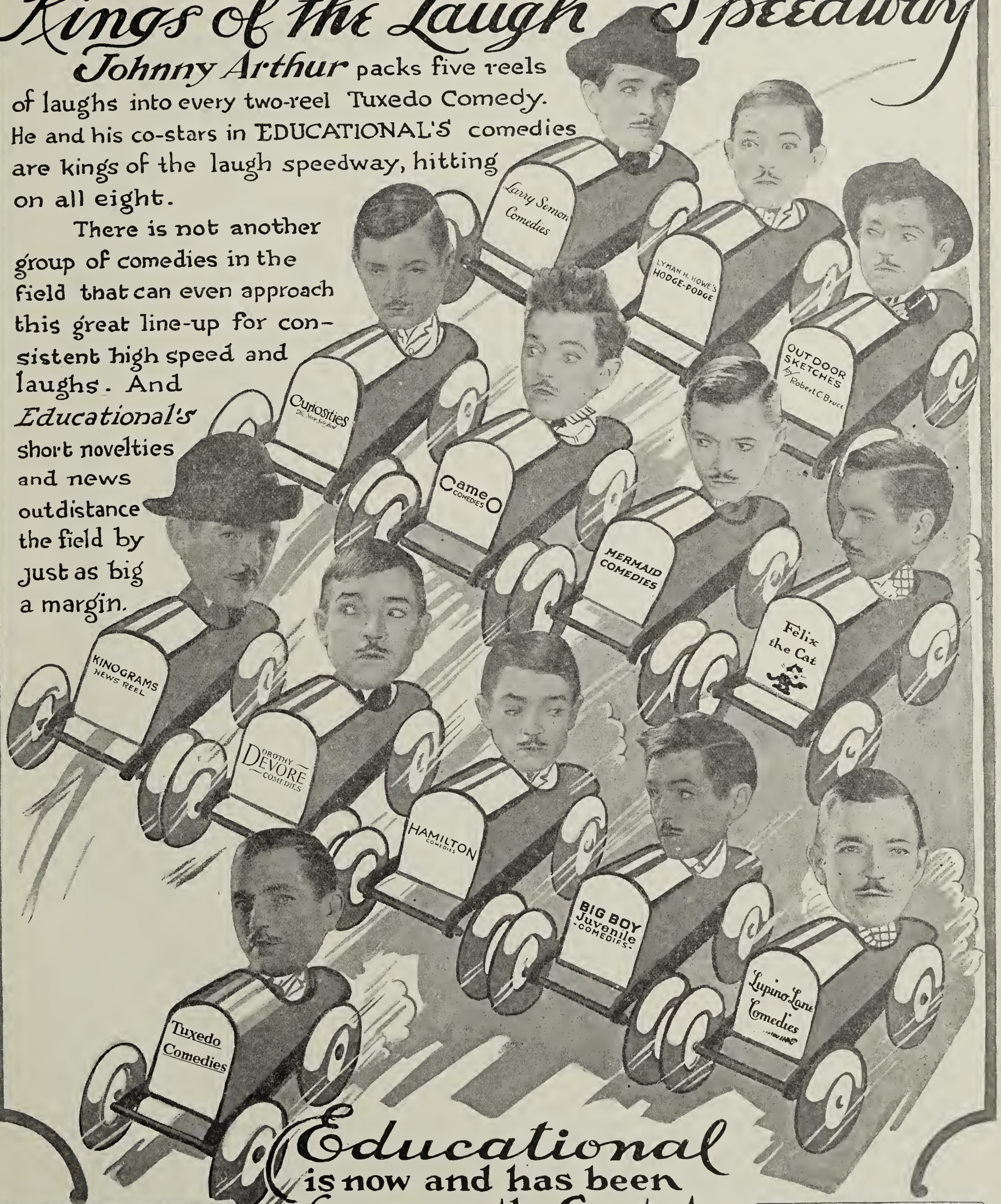
* * *

Universal-Blizzard came to life and copped three in a row from Paramount. That's mighty good for a tail-end outfit.

Kings of the Laugh Speedway

Johnny Arthur packs five reels of laughs into every two-reel Tuxedo Comedy. He and his co-stars in EDUCATIONAL'S comedies are kings of the laugh speedway, hitting on all eight.

There is not another group of comedies in the field that can even approach this great line-up for consistent high speed and laughs. And *Educational's* short novelties and news outdistance the field by just as big a margin.



Educational is now and has been for years the Greatest Short Feature Concern in the World.

Educational Pictures
"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc.
E. W. Hammons
President

OMAHA, NEBR., 1508 Davenport, Leo Blank, Mgr.
DES MOINES, IOWA, 1005 High Street, J. Winn, Mgr.

N-E-W-S B-R-I-E-F-S

George Bunny, brother of the famous John Bunny, one of America's first screen comedians, is playing in an FBO picture, "Breed of the Sunsets."

* * *

Florence Turner, the screen's first leading lady and the most prominent player back in 1912, is playing the mother role in FBO's "Chicago After Midnight."

* * *

Charlie Murray is to be starred in a burlesque of Julius Caesar, First National has announced.

* * *

The Paris, Paramount's new theatre in the French capitol, has been opened. The house cost approximately 60 million francs or over $3,150,000.

* * *

Laurence Stalling, author of "The Big Parade," and co-author of "What Price Glory," has written an original tale for John Gilbert, entitled, "Dead Game."

* * *

"On Your Toes," Reginald Denny's latest comedy for Universal, has been released earlier than formerly announced. The picture was originally set for January 1 but was made available November 26.

* * *

Tom Moore has been signed by Columbia to play the male lead opposite Dorothy Revier in "The Siren."

* * *

The sequel to "What Price Glory," will not contain Dolores Del Rio, Fox has announced. Laurence Stalling and Maxwell Anderson, the authors, are working on the script, but production will not start for a month or more as the two male leads are working in other pictures. A new heroine has not yet been chosen.

* * *

The newsstands will soon have on sale a book entitled "The Story of Films," which will give briefly the inside facts of the industry since pictures first became known. Joseph P. Kennedy has written the introduction and some of the biggest authorities in the business have written chapters.

* * *

Sterling has completed "Outcast Souls," its third picture on the present program. Five more productions will be made to complete the schedule for 1927-28. Their titles are "Burning Up Broadway," "Marry the Girl," "Undressed," "It Might Happen to Any Girl," and "A Million for Love."

* * *

"The Gaucho," Douglas Fairbanks' latest for United Artists, had its premiere at the Liberty, New York, last week.

* * *

"Louisiana" has been changed by First National to "His Slave." The new title is said to have been suggested by exchange men in the southern territory as being more desirable because it would not offend the patrons in their territory.

* * *

About 40 candidates have been nominated for selection of the 13 Baby Stars by the Wampas at that organization's annual ball and frolic which will be held at the Ambassador Hotel, Los Angeles.

* * *

"Partners in Crime," a burlesque on the underworld films now in vogue, will be Paramount's next vehicle for Wallace Beery and Raymond Hatton. Frank Strayer will direct.

* * *

Gene Cameron, comedian in two-reel Fox pictures, died from injuries received when his car turned over several times. Mr. Cameron was on his way to spend Thanksgiving at his home in Dallas. With him were Peggy Baldwin and Sue Langford of Hollywood. Miss Baldwin was driving when the steering wheel locked causing the accident. Both girls were seriously injured.

* * *

Antonio Moreno was given his final citizenship papers in the United States District Court last week. Mr. Moreno, a Spaniard, came to America about 12 years ago.

* * *

Richard A. Rowland, general and production manager for First National Pictures, announces the purchase of the world motion picture rights to H. H. Franzee's production of the musical comedy success of the past two seasons, "No, No, Nanette." Otto Harbach and Frank Mandel wrote the book which was based upon Emil Nyitray and Frank Mandel's comedy, "My Lady Friends." Vincent Youmans composed the music.

* * *

Using picture actors made up to resemble the characters in the "Topics of the Day" items shown on the screen is the idea of John McCutcheon who has already delivered to Paramount the first of a series of these joke films made at the Cosmopolitan studios, New York City. Should this plan of acting out the funny stories taken from various publications meet with favor, it is believed McCutcheon will make 52 subjects each year.

* * *

In "A Girl in Every Port," Victor McLaglen's first starring vehicle for Fox, there are ten leading ladies, whose names are as follows: Maria Casguiana, Natalie Joyce, Dorothy Matthews, Elena Jurado, Gladys Brockwell, Myrna Loy, Louise Brooks, Sally Rand, Gertrude Short and Eileen Sedgwick.

* * *

"The Cop," a story glorifying the police, will be produced as a roadshow for release next year by De Mille with Hector Turnbull as the director.

* * *

At the Paramount Newsreel laboratory a new device is being tried out which is said to make stills from an individual frame on any reel of motion picture film. At present it is necessary for the actors to pose specially for these publicity pictures. The new machine, if perfected, will not only eliminate the waste of time taken for stills but will give better results as the pictures taken will be real action photographs. The operator of the machine can run off 35 or 40 of these enlarged stills merely by pressing a button.

* * *

Joe Brandt, president of Columbia Pictures, returned to New York on board the S. S. Leviathan, on November 28, after an absence of three months, during which time he visited practically every country on the Continent and England. He made prolonged stops in London, The Hague, Brussels, Paris, Barcelona, Rome, Milan, Vienna, Prague, Berlin, Copenhagen, Stockholm, and Christiania.

* * *

Sammy Cohen and Ted McNamara, recently co-starred by Fox in "The Gay Retreat," are to appear in "Robinson Crusoe." This film was made for Fox and put on the shelf. It is to be refilmed with the same players, Ben Stoloff directing.

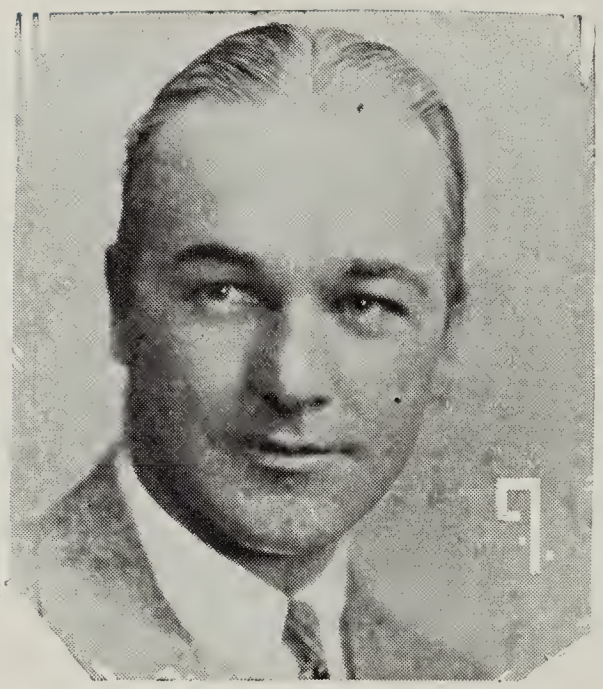
PICTURE NEWS

TOLD IN PICTURES

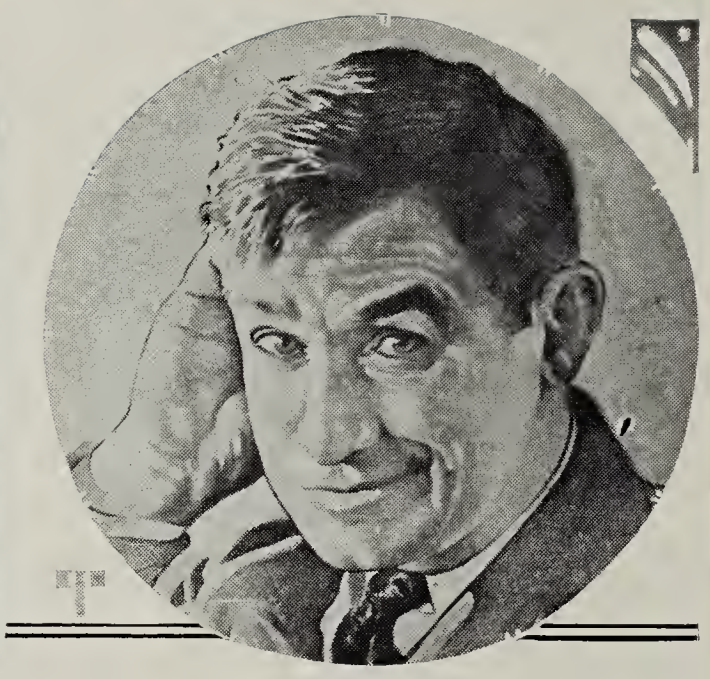
LEATRICE JOY

The lovely Leatrice, in her latest role as the cabaret singer in the Pathe-DeMille feature, "The Angel of Broadway," brings more joy to her followers. This feature played at the Colony.

Monty Banks stars in three thrill-comedy features on the Pathe schedule. Ruth Dwyer has the feminine lead in these films.



William Boyd, recently promoted to stardom, is the wise-cracking country boy who makes good in "Dress Parade," Pathe's picture of West Point life.



Will Rogers himself wrote the sub-titles for his single reel travelogs of Europe which Pathe produced.

Charley ("Buddy") Rogers photographed with his mother at the family home at Olathe, Kas. Plays opposite Mary Pickford in her latest great success, "My Best Girl," and a featured player in Paramount's "Wings" and "Get Your Man."

Monty Banks and Ruth Dwyer feature comedy stars appearing in "Flying Luck," their latest vehicle.

Carl Laemmle, head of Universal, is shown above signing in London the contract for screens rights to "Broadway." In the picture are Mr. Laemmle, Carl Laemmle, Jr., Frank Ditchman and James Bryson. Photo transmitted by radio from London.

They treat 'em rough in the "Isle of Forgotten Women," Columbia Pictures special. In the above scene are Gibson Gowland, Dorothy Sebastian and Conway Tearle, who is starred.

Harold Lloyd and Creed Neeper, Eastern represetative for Mr. Lloyd, photographed together with part of the office staff in the New York offices. Snapped while Lloyd was in New York filming scenes for his newest Paramount production, "Speedy."

Emil Jannings and Pola Negri, as King Louis and his favorite, in "Passion," which is being distributed with considerable success by Tiffany-Stahl. Ernest Lubitsch was the director.

Ben Turpin, whose rambling eyes are known to screen fans the world over, plays an important role in "The College Hero." This is a Columbia Pictures dramatic story of campus life, featuring Bobby Agnew and Pauline Garon.

Her screen name is "Helen of Troy," the title role of Erskine's best seller, "The Private Life of Helen of Troy," transposed to the screen. In private life she is Maria Corda, wife of Director Alexander Korda, of First National, producer of the feature. General Manager Richard A. Rowland has predicted that she may be placed in a legitimate Broadway house as the result of his impressions of the picture on a recent trip to Burbank.

This glimpse of an attractive lobby reveals how an enterprising theatre manager goes after his Educational Short Feature sales angle. Note how the boards are placed so as not to escape the direct attention of every customer of his house.

Monkeyshines relieve the serious business of making Educational comedies. Dorothy Devore, star of the shorts bearing her name, impersonates Duke of the Monk, while Director Norman Taurog imitates Duke's master.

The PICTURE GUIDE

Little Tips on New Pictures

The Heart of a Coward

Distributed by Rayart.
DIRECTOR: Duke Worne.
STAR: Billy Sullivan.
SUPPORT: Charlotte Stevens.
TYPE: Fast action and comedy.
TIME: The present.
LOCALE: An American small town.
LENGTH: Five reels.

SYNOPSIS: "Yellow" Brown was the butt of every joke that the townspeople of Meadowbrook could think of. He was afraid to fight. And then from one moment to the next, almost, everything was changed. Markham Davidge, representative of an important oil company, arrives in town, bringing with him Eloise Minert and her father, head of the huge Minert Publishing Company. Billy, to give the hero's name properly, asserts his manhood when he discovers that Davidge has secured the property owned by Billy's mother through strategy. Meanwhile, Minert is greatly impressed by a specimen of Billy's writing, and asks him to get in touch with him in New York. While Billy is in New York it is necessary for him to display more of his hidden manliness when he gives Davidge a merciless beating. Folding his mother and Eloise—his wife-to-be—in his strong arms, all are serene and happy in the knowledge of an unclouded future.

HIGHLIGHTS: Billy aspiring to write love stories, the outwitting of Davidge, shaking off his "shackles of fear."

Women's Wares

Distributed by Tiffany-Stahl.
DIRECTOR: Arthur Gregor.
STAR: Evelyn Brent.
SUPPORT: Larry Kent, Bert Lytell.
TYPE: Problem play.
TIME: The present.
LOCALE: New York City.
LENGTH: 6 reels.

SYNOPSIS: Dolly Morton, a virtuous girl becomes disillusioned because of Jimmy Hayes' attitude, and resolves that she will play men at their own game, give nothing and get all she can. She and her roommate, Mazie Duncan, become mannikins in a Fifth avenue shop where Dolly meets Frank Stanton, multi-millionaire. He offers Dolly an apartment, but she refuses. Mazie, however, persuades her to look at it, and they are so impressed by the elegance of the furnishings, that they decide to take it. Stanton asks Dolly if she is going to be "good to him" and she agrees if his wife will give her permission. Dolly then goes to the telephone to call Mrs. Stanton, and Mr. Stanton hurriedly leaves the apartment. Robert Crane is Dolly's next gentleman friend, and he proves to be almost too much of a gentleman. He believes her to be an innocent girl until a visit to her apartment reveals a party is in progress, which causes him to change his opinion. Dolly leaves and wanders aimlessly to a park where she sees Jimmie Hayes, who is ill. She takes him to her apartment and cares for him until he is well. Crane discovers his mistake and goes to Dolly to apologize, but finds he is too late, for she has discovered that Jimmie is the one she loves.

HIGHLIGHTS: Dolly becomes a gold-digger; Dolly meets Stanton; the meeting in the park.

The Gorilla

Distributed by First National.
STAR: Charles Murray.
SUPPORT: Fred Kelso.
TYPE: Mystery comedy.
TIME: Present.
LOCALE: An old mansion.
LENGTH: 7 reels.

SYNOPSIS: Cyrus Townsend is brutally murdered in his home. Suspicion falls on Marsden, his secretary and sweetheart of Alice Townsend. Marks resembling the footprints of a gorilla point to the fact that an animal had done the deed. Mulligan and Garrity, two detectives are assigned to the case. They get into a number of humorous situations in their attempt to solve the mystery. The two are continually getting lost from each other. At last a gorilla comes on the scene and carries off Alice. The gorilla gets Garrity and starts to throw him over a cliff. At last after a number of exciting and funny events it is discovered that Marsden had hired the gorilla to throw a scare into the crowd and to cover up his own evil murder of Townsend.

HIGHLIGHTS: Comedy action of Murray and Kelsey, the arrival of the gorilla, the climax.

The Irresistable Lover

Distributed by Universal.
STAR: Norman Kerry.
SUPPORT: Lois Moran.
TYPE: Light comedy-drama.
TIME: Present.
LOCALE: An American city.
LENGTH: 7 reels.

SYNOPSIS: Harrison Grey, a wealthy young bachelor, has a gay time philandering until he meets Betty, charming daughter of a police sergeant. After a number of unsuccessful attempts he goes with her to her home for dinner. Betty's father and younger brother meet him and everything goes fine until the father sees a picture of Grey on the front page of a newspaper and a story saying that he is to marry Dolly, a Follies girl. Grey denies his identity until his agent comes to collect the rent and gives him away. He is ordered from the house and goes home. Betty starts to cry and her young brother, being at the romantic age, procures a revolver and goes after Grey. He finds him and at the point of the gun forces him to return to Betty and then forces them both to get married. As it is what they both want, they allow brother to get away with it.

HIGHLIGHTS: Comedy situations, the kitchen scene, hospital sequence.

The Woman on Trial

Distributed by Paramount.
STAR: Pola Negri.
SUPPORT: Andre Sarti.
TYPE: A mother love story.
TIME: Present.
LOCALE: Paris.
LENGTH: 6 reels.

SYNOPSIS: Julie Morland is on trial for the murder of Gaston Napier. Her acquittal depends on her story of the affair. Her story follows. Julie had been in love with Pierre, an artist who is ill. In order to send him to a sanitarium she marries a rich man, John Morland, who is cruel and jealous. Learning of her secret love, John demands a divorce and the court gives the child to the mother. Morland realizes that he can't get the child back without proving the mother immoral. As Gaston owes him money he forces him to get Julie into a compromising position. The trick works and Morland takes the child. Julie kills Gaston for his unfaithfulness. This is the story she tells and the court frees her. Pierre is cured and the two are re-united.

HIGHLIGHTS: The shooting of Gaston, the closing court scene, portrayal of Pola Negri.

SHORT SUBJECTS

Spice of the Box Office

Peter's Pan

FBO—Two Reels

This is the latest of H. C. Witwer's "Beauty Parlor" series. The two girls operating the beauty parlor revive a woman client by throwing a bucket of water into her face and have to pay for her dress which they ruined. Then a detective demands the owners' license and takes the girl to the court house. Al and Kit, the two asistants, in an effort to obtain money for the license, offer to repair damage done to a bunch of chorus girls. Al is knocked out by the policeman left to guard the shop when the girls were taken to jail. Kit drags Al to the police station, where they offer to pay for the license, but they have to use the money to pay their own fine. Danny O'Shea, friend of the girls, finally gets the girls out of their predicament.

Ain't Nature Grand?

Educational—One Reel

Eddie Quillan and George Davis are featured in this comedy of farm life. Davis is angry with Eddie because the latter set a goat on him in the presence of the beautiful Constance Howard. A ludicrous chase follows, with Davis stumbling over various objects which get in his way so that the girl thinks Eddie has whipped his rival.

Comrades

Tiffany—One Reel

One of the Color Classics. This number has a sea theme and its characters are an old fisherman and an old seaman. The story opens with the two old men playing checkers. They get into a quarrel over a play and are about to come to blows when the wife of the fisherman comes out and calms them. She then takes the pair back into memories when the two as boys used to go fishing together, fight other boys, and finally grow into manhood with each in love with the same girl, who is now the fisherman's wife; she describes how the other man went to sea and how she and his comrade used to wait for his return. Her kind words dispels all desire to fight and they settle back to their checker game.

Shamrock Alley

Educational—Two Reels

Big Boy provides some fun in this two reeler. He and his widow mother live upstairs over a pawnshop. The pawnbroker is in love with Big Boy's mother and makes several unsuccessful attempts to win her. In the meantime Big Boy has a love affair with a little neighbor girl. He breaks a vase belonging to his mother and he goes to the pawnbroker for another. The broker lets him have another vase but makes Big Boy the security, tying a pawn check around his neck. He puts the kid up on the shelf along with other pawned articles and refuses to return him unless the boy's mother marries him. Of course, everything ends happily.

On Furlough

Universal—Two Reels

George, a private in the American army in France, gets a letter. The buddies, in their efforts to read it, tear it to shreds. George pieces the missive together. It is from a blonde beauty. The sergeant gives him a furlough. George leaps with joy and shakes from his pocket the photograph of the girl, who happens to be the same one the sergeant is rushing. He calls on the blonde, whose father comes home. He throws George and his war trophies out of the house. One of the trophies is a bomb which wrecks the premises. George and the girl elope, but the father meets the angry sergeant and the two of them chase the fleeing pair to the water's edge where they fall off the pier. They land in a boat and row away, waving farewell to their pursuers.

Surprised, Honey?

Universal—One Reel

Neely's wife has bought him an automobile for his birthday and is keeping it for a surprise. He sees her adoring a photograph of the auto, which she hides when she sees him coming. Being of a jealous disposition, he investigates. In the morning paper is a picture of Harold O'Dare, a well-known lady killer who sells automobiles. Neely assumes that this is the picture of "the other man." When O'Dare calls to give Connie a lesson in driving Neely hears her tell him to come back later as her husband has not left for the office. Later he sees them together in the car and pursues them, mad with jealous rage. He jumps into the car and fights O"Dare, causing him to lose control. The car backs into a dynamite charge and is blown to atoms, but Neely lives to be presented with the fragments of his birthday present.

Running Wild

Universal—Two Reels

The Collegians are with us again—Doc Trent, Ed Benson, Doc Webster, and all the boys and girls of Calford College. The sophomores hold their annual old-clothes day and anyone found in respectable dress is immediately thrown into trampish attire. Because of an epidemic of poison ivy a co-ed dance is called off. To keep up the excitement an inter-class auto race is promoted and all types of collegiate flivvers are put to the test. Of course Ed Benson defeats his rival Doc Trent through an invention of the industrious and studious Doc Webster.

Fiddlesticks

Pathe—Two Reels

Harry Langdon is once more seen in a short comedy of the type which made him famous. Harry's father and brother turn him out of the house, over the protest of his mother, because he desires to become a musician, the bass violin being his selected instrument. He is discouraged when he joins a street band from which he is fired because his efforts ruin their business. A junk man offers to buy Harry's instrument but demands that he play it first. The embryo musician saws away and the neighbors throw great quantities of junk at him. The dealer sees possibilities in a partnership, and collects the junk while Harry plays the viol. The new firm is a success and the wandering fiddler returns to the waiting arms of his family.

The Elegy

Paramount—Two Reels

This is a touching and dramatic story of a lonely little boy in a French village whose dog is kicked to death by a gendarme. The boy carries the dog to a back yard where he plays "The Elegy" on his violin, thinking the music will awaken his dead friend. When he realizes the fact that the dog is dead, the boy falls lifeless. The gendarme, conscience-stricken, becomes a changed man. His former brutality is completely gone, and he goes to pay his respects at the boy's grave.

C. Gurney, Estherville Exhibitor, Disappears

Charles Gurney who recently purchased the motion picture house at Estherville, Iowa, disappeared while on a trip to Des Moines, and a search is now being made for him. Mrs. Gurney who was at a hospital at Yankton, S. D., their former home, for a minor operation at the time that Mr. Gurney made the trip to Des Moines, can give no reason for his disappearance and stated that she received a telegram from him from Des Moines in which he said that negotiations for selling the theatre at Estherville, for which he had made the trip to Des Moines, had failed and that he was returning to Yankton by automobile at once. His car, however, is still at the Des Moines garage where he had taken it to be washed and greased, apparently for the trip back to Yankton.

Mr. Gurney is 25 years old, has two children, one five years old and the other a year and a half, and is the son of D. B. Gurney of Yankton, S. D., president of the Gurney Seed and Nursey Company. His father fears that his son might have become mentally unbalanced through failure to make the sale of the theatre, although his theatre business at Estherville was in good shape and there were no financial difficulties.

Charno at the Capitol Just For Two Weeks

Don Charno who came from Denver to act as master of ceremonies for the stage show at the Capitol, Des Moines, come only for a two weeks apparence as he is scheduled to be at another theatre next week. During this week there will be no master of ceremonies at the Capitol and on the week following a new man will come to the stage here. Jimmy Ellard who was master of ceremonies at the Capitol for six months and made a big hit with Des Moines audiences, has been transferred to Omaha. There has been no loss of attendance with the change of band leaders.

BRIGHT BITS *and* NEWSY NOTES

O. H. Garland, who covers the southern part of Iowa for Pathe, has been confined to his bed for the last week with a very severe cold.

* * *

Mr. Reingold, manager of the Fox Films office, was in Omaha last week to confer with Jimmy Granger, general sales manager.

* * *

The Isis theatre at Lynnville changed hands last week when B. A. Mitchell, who has had this house for some time, sold the theatre to E. S. Wood.

* * *

Harry Wood, cashier of the office of Fox films in Des Moines, recently became the proud daddy of a bouncing boy. The little fellow has been named Richard Allen.

Mr. Henry who is the new exhibitor at Exira was in Des Moines last week booking pictures. Mr. Henry bought the theatre from Mr. Lacey who has a house at Anita, Iowa.

* * *

Mr. Scharef, auditor from the home office of Universal, has been at the Des Moines exchange this week. The auditor from Fox headquarters, Mr. Wilson, has been calling on the Fox Films offices here.

* * *

Elmer Tilton, manager of the First National office, spent the Thanksgiving holidays with his parents at New Rochelle, Ill.

WHAT THE PICTURE DID FIRST RUN

AT DES MOINES THEATRES WEEK ENDING NOVEMBER 26

DES MOINES

The Drop Kick, (First National), Richard Barthelmes.

BUSINESS: Good.

AUDIENCE REACTION: Enjoyed it very much.

SUMMARY: An excellent story to tie up with football interest. Hit a good week here with Notre Dame-Drake game crowd in town.

ENTERTAINMENT MERITS: 88 per cent.

CAPITOL

She's a Sheik, (Paramount), Bebe Daniels.

BUSINESS: Good.

AUDIENCE REACTION: Liked it.

SUMMARY: Comedy with Oriental background. Pleasant entertainment.

ENTERTAINMENT MERITS 88 per

STRAND

Isle of Forgotten Women, (Columbia), Conway Tearle.

Business: Good.

AUDIENCE REACTION: Lukewarm.

SUMMARY: Not as exciting as the title would seem to indicate, but did well on half week run.

ENTERTAINMENT MERITS: 80 per cent.

STRAND

The Spotlight (Paramount), Esther Ralston.

BUSINESS: Good.

AUDIENCE REACTION: Favorable.

SUMMARY: An entertaining film that attracted good business.

ENTERTAINMENT MERITS: 88 per cent.

CURRENT RELEASES

Week of December 4, 1927.

EDUCATIONAL

Lovingly Yours, Curiosities, (1).

Ain't Nature Grand, Eddie Quillan, (2).

Oh, What a Man, Larry Semon, (2).

FBO

The Slingshot Kid, Buzz Barton, (5).

South Sea Love, Patsy Ruth Miller, (7).

Three Missing Links, Fat Men, (2).

FIRST NATIONAL

A Texas Steer, Will Rogers, (7).

FOX

Wild Puppies, Animal Comedy, (2).

METRO - GOLDWYN

Putting the Pants on Philip, (2).

PARAMOUNT

Honeymoon Hate, Florence Vidor,

Splash Yourself, Bobby Vernon, (2).

Milk Made, Krazy Kat, (1).

PATHE

The Masked Menace, No. 5, (2).

Carnival Week, Aesop Fables, (1).

Assistant Wives, Charley Chase, (2).

Young Hollywood, Children of the stars, (2).

Winging Around Europe, Will Rogers, (1).

UNIVERSAL

The Irresistable Lover, Norman Keery, (7).

Fangs of Destiny, Dynamite, (5).

Swell Clothes, Arthur Lake, (1).

Running Wild, Collegians, (2).

Showing Off, The Joneses, (2).

Riding Wild, Bob Curwood, (2).

WARNER BROTHERS

Ginberg the Great, George Jessel, (6).

THE WORLD'S OLDEST

passion play

FIRST PLAYED AT
FREIBURG
IN THE YEAR 1264
And Given There Regularly Since the Year 1600

CHRISTUS and JUDAS

Portrayed by
ADOLPH and GEORGE **FASSNACHT**
IN ROLES INHERITED *from* GENERATION *to* GENERATION

DIRECTED BY
DIMITRI BUCHOWETZKI

The Greatest Box Office Attraction

Now Available in Iowa and Nebraska

This Picture Has Been Booked In The Following Towns

NEBRASKA

Gehling, Falls City
Swan, Columbus
Gilbert, Beatrice
Grand, Norfolk
Crescent, Kearney
Wall, Fremont
Strand, Hastings
Majestic, Grand Island
Harper, Shubert
Bennett, Auburn
Paramount, Humbolt
Crystal, Peru
Opera House, Wahoo
Lyric, North Bend
Community, David City
Favorite, Schuyler
Rivoli, Seward
Jewel, Utica
Dean, York
Lyric, Sutton
Mazda, Aurora
Sterling, Fairmount
Carey Opera House, DeWitte
Isis, Crete
Parmele, Platsmouth
Electric, Talmadge
Lyric, Brock
Paramount, Nebraska City

IOWA

Orpheum, Fort Madison
Grand, Muscatine
Opera House, Marshaltown
Gem, Charles City
Cozy, Villisca
Armory, Clarinda
Atlantic, Atlantic
Lyric, Columbus Junction
Palace, Cedar Rapids
King, Albia
Palace, Vinton
Rialto, Clinton
Rialto, Burlington
Colonial, Hamburg
Cozy, Sidney
Grand, Ottumwa

Universal Circuit :-: A. H. Blank Circuit :-: Commonwealth Circuit

If You Are Interested Get in Touch With

PASSION PLAY DISTRIBUTORS

1710-12 BALTIMORE KANSAS CITY, MO.

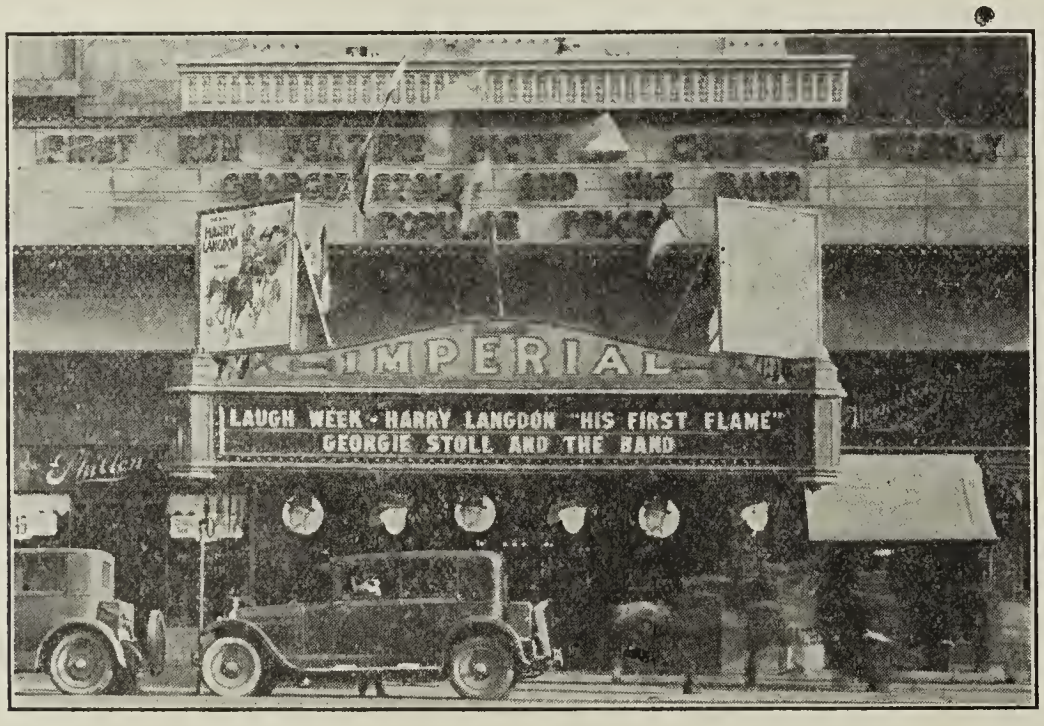
EXPLOITATION IDEAS AND HINTS

Captured War Medals Give Picture Atmosphere

Display of medals captured by the members of the local American Legion was the keynote of an effective campaign put on for Metro-Goldwyn-Mayer's "The Big Parade," at the Voncastle Theatre, Greencastle, Ind.

A window display was secured with the leading shoe store. This window was a good size. The display consisted of several trunks of trees, the base covered with dead leaves, two miniature tents in front of which were stacked rifles, a three-sheet cut-out in the background, a scene painted to give it a forest effect. Above all was draped an American flag. Front center of the window had a display of medals won by the Legion boys.

A singer appeared at theatre and sang "My Dream of the Big Parade." Seven hundred of the cheming gum heralds were inserted in the Chicago and Indianapolis papers.



The Imperial Theatre, San Francisco, took advantage of the public's insatiable desire for comedy and made Harry Langdon, in "His First Flame," the main unit for a "Laugh Week" program. Above is shown the marquee of the theatre as it was decorated for this special week.

Nation-Wide Tie-up for "American Beauty" Picture

Among the many effective tie-ups being arranged to exploit First National stars and productions is that which has been effected with the Florists' Telegraph Delivery association, the organization which made famous the slogans, "Say It With Flowers" and "Send Flowers by Telegraph."

At a recent convention in Washington, D. C., the 1,500 members, all important florists from various parts of the country, were given pictures of Miss Billie Dove in the American Beauty rose dress which she wore in "American Beauty," for display in their windows at the same time this pictures plays their cities.

In addition, any exhibitor who sends a wire to Miss Gwen J. Dew, care Florists' Telegraph Delivery association, Detroit, regarding the opening of his picture, will have a large boquet of American Beauty roses delivered to Miss Dove, in his care, to the theatre, which he can use for tie-ups in a florist's window or in his own lobby. In many cases he will also be able to effect a cooperative advertisement with the local florists on this tie-up.

EXHIBITORS—

Send in your

Box-Office Reports.

Will Issue New Songs With Pathe Features Now

A popular musical theme, published as a song by leading music houses will be issued with practically every feature motion picture made at the deMille studio for Pathe release this season. This is said to be one of the most effective exploitation tie-ups ever developed.

For several months Rudolph Berliner, general musical director of the DeMille Studio, Billy Leyser of the publicity department, and Charles Daniels, president of Villa Moret, music publishers, have been working out the details of this idea. Heretofore musical numbers tied in with certain pictures have been issued after the completion of the film, but Berliner, Leyser and Daniels have perfected a system which makes it possible to have the song theme on the market in advance of the release of the picture. There will be no attempt to make capital for the song by giving it the same title as the picture.

The magnitude of this undertaking can be visualized by the fact that Villa Moret have purchased a large piece of property in Beverly Hills, adjacent to the industrial center, and will break ground almost immediately for the construction of a new building to house their printing plant. This will be the largest music publishing house on the West Coast.

Among the composers and lyric writers associated with Villa Moret are: Neil Moret, Ben Black, Paul Ash, Gus Kahn, Byron Gay, Walter Donaldson, Dick Whiting and Ray Egan, Maurice Gunsky, Al. Levin, Cliff Friend and Herb Brown, Al Sherman, Jules Buffano, Fred Rose, Joe Bueke, Walter Smith, Faulkenstein and Paul Cordell.

Feature themes for "Dress Parade," William Boyd's most recent starring vehicle, and for "The Wise Wife," which features Phyllis Haver, are now being distributed. "Consolation" is the feature theme for the Boyd vehicle, and "Cuddle Closer" for "The Wise Wife."

"Moonlight on the Danube," the feature theme for "The Blue Danube," which stars Leatrice Joy, is now in the printing and "Bombay Bump," feature theme for "My Friend from India," which features Franklin Pangborn, is soon to go into production.

Ties Up Police Prestige With "Shield of Honor"

Nat G. Rothstein, director of advertising and exploitation for Universal, broadcast over Station WGBS under the auspices of the Police Journal, in connection with Universal's forthcoming police picture "The Shield of Honor," an Emory Johnson production.

Rothstein's talk was in the form of an appeal to the public for more appreciation for policemen. He emphasized the human angles of the police and told of many ways in which the jublic can cooperate in upholding the prestige of the police.

Kids Koloring Kontest Exploits "Big Parade"

A "Kid's Koloring Kontest" was the highlight in a campaign on Metro-Goldwyn-Mayer's "The Big Parade" at the Wilma Theatre, Missoula, Mont. E. K. Taylor, the theatre manager, ran the campaign.

Through a tie-up with the Missoulian, the "Kontest" gained space by way of four "Big Parade" cuts which were run on successive days. The accompanying contest stories explained that each picture was to be colored in either oil, water or crayon and that all children under 13 years of age were eligible to compete for the eight prizes offered.

On Saturday (the day prior to the opening of picture) the Missoulian ran a "box" to the effect that at noon Missoula would be attacked from the air when thousands of mysterious messages from Mars would be showered from the skies. For this purpose a volley of handbills were used, reading "A Message From Mars—'The Big Parade' is the greatest screen attraction the world has ever known. Breaking All Records on Every Planet—Congratulations to Missoula! Have heard 'The Big Parade' plays the Wilma." This stunt was possible through the assistance of Bob Johnson, New York to Spokane aviator, who dropped the messages from his plane.

Mayor R. W. Kemp officially proclaimed "The Big Parade" Day as a tribute to the picture's initial showing in Missoula. The original proclamation was mounted in a corner of a one-sheet mat for lobby display purposes.

A Dodge was obtained for a street ballyhoo, to permit six girls in uniform to tour the downtown district. Each girl carried a reel of film, while tie-up banners on the car read, "A Hurricane of Happy Hurrahs! 'The Big Parade,' has just arrived."

The LOBBY
---Display Window of your Theatre

By JACK E. BAKER

Lobby displays that are symbolical of the photoplay will not only attract attention, but will also inform your patrons what type of picture you have to offer them. To gain the desired effect, the exhibitor must analyze the product he is to show as well as read the plot of the story from the press sheet. It would be folly to arrange a display of artillery for a society picture. Therefore, the need of a little thought regarding the picture.

Each photoplay has some angle which can be exploited. Exploit this medium to the fullest extent in your display material. Often the title alone, will suggest an idea which will blend perfectly for a lobby display. Let us take for example the title of the picture "The Lone Eagle." Newspapers have heralded the name of Lindbergh as "the lone eagle." Lindbergh recalls to our minds the word "aviation"—your lobby display would naturally be pertaining to aeronautics. Then again the title may not carry an idea. You will then have to govern your display accordingly, either from the plot, or the reproduction of the posters which appear in the press sheet.

One of the most effective displays that I have ever seen was that of a theatre lobby in a small town. The exhibitor at that time was showing the photoplay titled "The Last Edition." He secured a tie-up with his local publisher to furnish him with five or six hundred copies of the paper. He arranged a minature printing plant in one corner of his lobby showing the people the operation of printing a newspaper. A news stand was built around the box-office. He had a small boy standing there to give it the desired effect of a newststand. This display thoroughly impressed the public and gave it the proper atmosphere setting for the picture.

This is just one idea where the exhibitor can benefit from the plot of the story in arranging his display.

Trailers Sell Seats"
Your screen is your most valuable advertising medium
NATIONAL SCREEN SERVICE INC.
Distributed throughout the United States from
CHICAGO · NEW YORK LOS ANGELES
845 S. Wabash Ave. · 126-130 W. 46th St. · 1922 S. Vermont Ave.

Educational Makes Mid-Season Announcement of Coming Short Features

An announcement which further strengthens Educational's short features has been made by President E. W. Hammons. The addition to Educational's program calls for the release of five additional pictures covering three different types of short feature material.

The earliest release in the new group of special subjects will be a single-reel picture showing Carter DeHaven in character studies. Next in order will be the 1927-1928 subjects in the McCall Colour Fashion News series, showing Hope Hampton displaying the latest creations from Paris. Educational also has in preparation, to follow these, two two-reel dramatic subjects, done in technicolor, which also feature Miss Hampton.

Besides these five subjects, Educational recently announced a series of six Bowers comedies, the first of which has been completed.

The one-reel Carter DeHaven picture is in the nature of a novelty subject. DeHaven, who is so widely known as a screen comedian and clever vaudeville star, presents his interpretation of the way several Hollywood celebrities appear. It is an entirely different sort of novelty with a comedy twist at the finish of the reel.

Fine Clothes for Claire Windsor in New Picture

"Fashion Madness" has been selected by Columbia Pictures, as Claire Windsor's second starring vehicle under her new contract. She recently completed "The Opening Night," her first Columbia special, and will start work on the new production immediately.

"Fashion Madness," as its title indicates, will give Miss Windsor an opportunity to display the talent which has won her the sobriquet of "the best dressed woman on the screen." A well known Parisian designer has been engaged by Columbia to create the costume that Claire will wear in the new production, and a sumptuous fashion show will be one of the features of the picture.

Mack Sennett is now busy cutting his personally directed romantic-war Pathe comedy, "The Romance of a Bathing Girl." Sally Eilers, a new discovery, Matty Kemp, Johnny Burke, Alma Bennett, Carmelita Geraghty and Lionel Belmore play the featured roles.

"Passion" Still Going Strong Over Country

"Passion," now being nationally released by Tiffany-Stahl Productions, has been again making some good records throughout the United States, playing in many of the important first run theatres. With Emil Jannings and Pola Negri in the cast and Ernest Lubitsch the director. "Passion" is a real office attraction.

"Passion" first opened in New York City at the Cameo Theatre, where it played to a capacity business for three weeks. Immediately following this engagement the picture was booked by Pantages and played at their theatres in Los Angeles, San Francisco, Portland, Seattle and Kansas City. The Davidson Theatre in Milwaukee ran "Passion" for one week, as well as the New Theatre in Baltimore and the State Theatre in Denver.

One of the outstanding features in exploiting this picture took place when "Passion" played at the Columbus Auditorium in Green Bay. Wis. Prominent people were invited to a private showing and their comments on this spectacle were the basis of a three column, nine-inch deep ad used in the Green Bay Press-Gazette.

Coming--

Our Big Annual

HOLIDAY NUMBER

Containing Special Features and
Articles of Exceptional Interest

Send a Christmas message to your friends in the industry through a card in this issue.

Write for rates or mail your copy to

MOVIE AGE

414 South 13th St., Omaha, Nebr.

Attention Exhibitors!

THE
ORPHEUM
THEATRE
BOOKS FIRST RUNS
ON
3 GREAT GOTHAM PRODUCTIONS

"The Satin Woman"
"The Girl From Rio"
and "The Cheer Leader"

WITH OTHERS TO FOLLOW

THIS IMPORTANT CONTRACT WAS BOOKED DIRECT

You May Do the Same on Any or All of the 1927-28 Series of

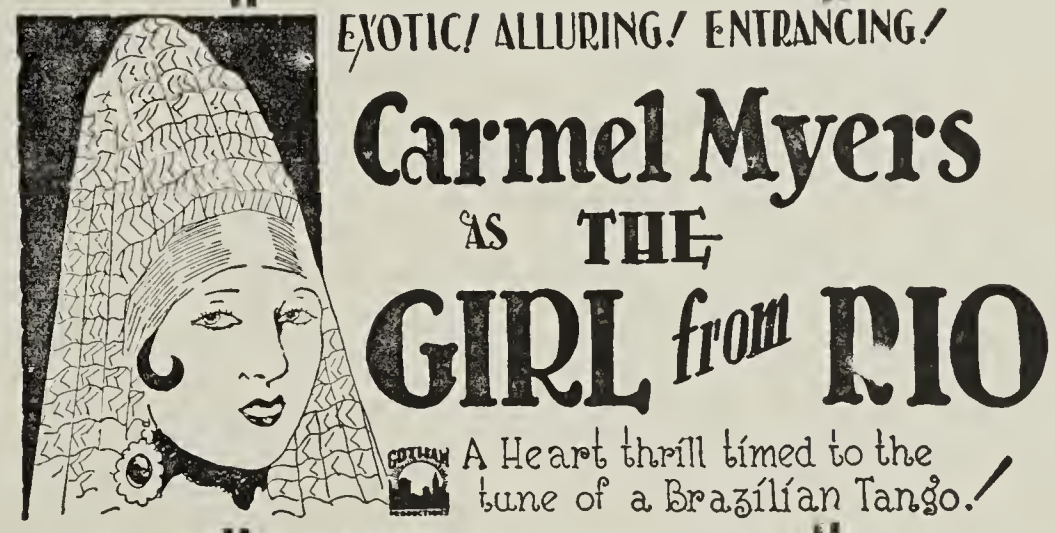
Fourteen Great

GOTHAM PRODUCTIONS

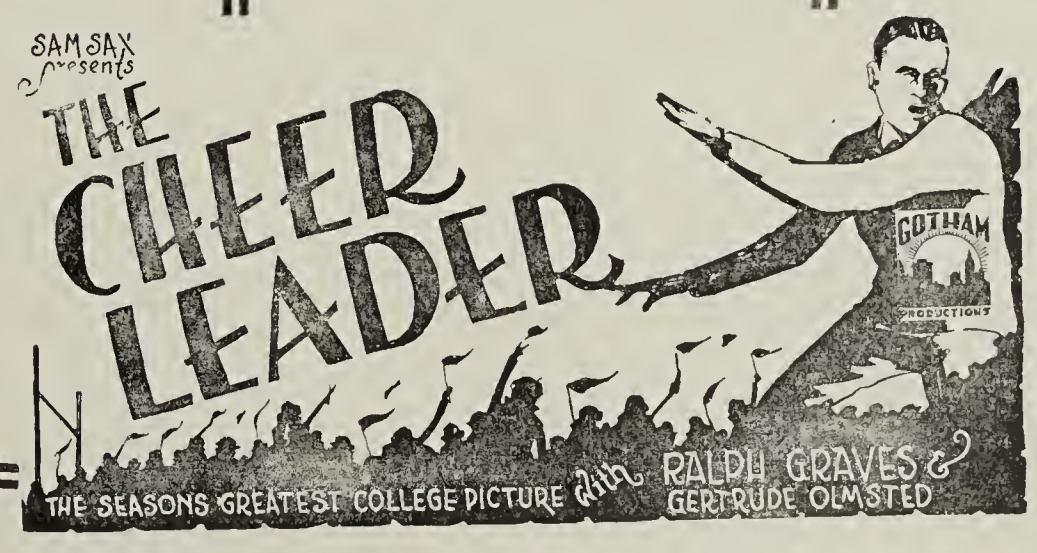
Built For The Box Office

FOR EVERY PEARL A TEAR DROP FELL —— THE PRICE OF VANITY
Mrs.
WALLACE REID in
The
SATIN WOMAN
THE SEASONS PHOTODRAMATIC SENSATION — A GORGEOUS PAGEANT OF FASHION.

WEEK OF DEC. 11TH



WEEK OF NOV. 13TH



WEEK OF DEC. 4TH

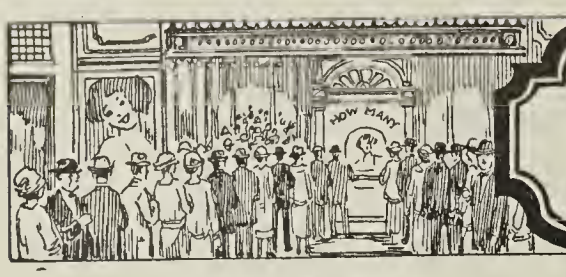
Prompt and Efficient Service on Prints and Advertising

For Booking in Iowa and Nebraska

Write — Wire — or Telephone Direct to

LUMAS FILM CORPORTION

1650 BROADWAY — NEW YORK CITY



BOX-OFFICE REPORTS

COLUMBIA

By Whose Hand, Ricardo Cortez.—A corking good mystery story, well put on. Plot all worked out and explained in the end. Pleased them all. In some ways as good as "Alias the Lone Wolf" —Clarence E. David, Senate, Cameron, Mo.

The Clown, Johnnie Walker.—This is a very good drama depicting circus life. A good bet.—M. Skinner, Liberty, Judith Gap, Mont.

Pal 'O Mine.—This is a fair one and if properly advertised, will pull.—Merlett Skinner, Liberty, Judith Gap, Mont.

FIRST NATIONAL

Dance Magic.—Did a good business running vaudeville also. Thought it might be a bit risque, but it isn't bad at all and there were no complaints.—Leona Conner, Columbia, Milton, Ia.

No Place to Go.—Rather a good show. The story is highly improbable, but it is entertaining.—W. A. Toney, Bonzo, Eddyville, Ia.

METRO - GOLDWYN

Rookies, Karl Dane, George K. Arthur.—This is a very good comedy team, and this picture was one of the best this year. You can't go wrong on "Rookies."—M. W. Hughes, Colonial, Astoria, Ill.

Adam and Evil, Lew Cody, Aileen Pringle.—I saw an adverse report on this one somewhere, but I consider it a very good picture. My patrons were pleased and it drew fairly well.—J. C. Kennedy, Empress, Akron, Ia.

Adam and Evil, Lew Cody, Aileen Pringle.—Consider this one of the best comedy-dramas of the season. You won't make a mistake by booking it.—Russell Armentrout, K. P., Pittsfiled, Ill.

PATHE

The Cruise of the Jasper B, Rod La-Rocque.—Rod has done much better ones, but this one was good after the first two reels. Good for Saturday night.—Clark and Edwards, Palace, Ashland, Ohio.

The Freshman, Harold Lloyd.—Print was very poor. Had a good crowd and some of our patrons came to see it a second time. Football pictures are, of course, very good now.—Wendell R. Boughn, Sun, Walthill, Neb.

RAYART

King of the Jungle, Elmo Lincoln.—A very good serial.—E. H. Rorabeck, World in Motion, Kansas City, Mo.

King of the Jungle, Elmo Lincoln.—Gave me the biggest opening I have had on a serial in three years. Second episode grossed within 90 cents of the first —Guy Shriner, Gem, Kansas City, Mo.

TIFFANY

Lightning, Rex.—This is undoubtedly one of the best horse pictures ever made and we didn't have to give up our hope of Heaven and our right eye to get it.—Clark and Edwards, Palace, Ashland, Ohio.

UNITED - ARTISTS

The Bat.—If you haven't played this you should be able to do business, for it is well known.—Merlett Skinner, Liberty, Judith Gap, Mont.

UNIVERSAL

The Cat and the Canary.—Here is a first-rate attraction. Everybody was more than pleased. Put a campaign behind it and you can make some money —E. E. Byrne, Columbia, Athens, Ohio.

Her Big Night, Laura La Plante.—I like Laura's pictures very much, but they do not seem to be very popular with the theatre-goers. Didn't do much business on this one.—Leona Conner, Columbia, Milton, Ia.

WARNER BROS.

Hills of Kentucky, Rin Tin Tin.—This picture broke our house record. A picture like this once a week would eliminate all our troubles. Had the S. R. O. sign out.—Mrs. Hulda J. Green, Gem, Greenriver, Utah.

STATE RIGHTS

Bachelor's Baby—Good show. Audience went wild. Results satisfactory. Condition of print good. Riley Hauser, Commercial Association, Whitestown, Indiana.

Devil's Island, Pauline Frederick.—An excellent and exceptional feature.—Clair M. Patee, Lawrence, Kas.

The Plastic Age, Clara Bow.—Picture played here before long enough that patrons forgot it and business was above the average. Pleased well.—F. H. Summer, Paramount, Kokomo, Ind.

THE CLEARING HOUSE

Sells Theatres, used and Miscellaneous Articles **Buys**

Eight cents per word, payable in advance. No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

WE PAY highest prices for Powers, Simplex, Motiograph machines, **opera** chairs, screens, portable **projectors, and** all theatre equipment. **For quick turn-**over, write **Monarch Theatre Supply** Co., Memphis, Tenn. **—Ctf**

FOR SALE—Photo player, $650. Also Cremona pipe organ, $600. 321 Securities Bldg., Des Moines, Ia. Ctf

THEATRE CHAIRS

FOR SALE—750 used theatre chairs mahogany finish, good condition, two Powers machines 6A and 6B, motor drives, type E lamphouses good condition 12 by 14 Gardener screen in excellent condition.—J. C. S. care Movie Age Omaha, Nebr.

750 veneered and upholstered chairs for sale cheap. Can be seen in storeroom at Regent Theatre, Flint. Write or phone W. S. Butterfield Theatres, Inc., 505 Insurance Exchange Bldg., Detroit, Michigan. C3t

THEATRES FOR SALE

THEATRE FOR SALE in Western Oklahoma. Seats 200; fully equipped; city of one thousand; bargain if taken at once. Write Box E. H., Exhibitors Tribune, Liberty Theatre Bldg., Oklahoma City, Okla.

THEATRE FOR SALE—In town of 3,500; only show in town; fully equipped and in first class shape. Write Box M.D. Movie Age, 140 N. 33rd St. Omaha, Nebr. P1t

FOR SALE—Movie theatre; Sunday town of 1,200 in southwestern Michigan; must sell on account of sickness; deal with owner. Address Theatre, Marcellus, Mich. P3t

THEATRE WANTED

THEATER WANTED—To lease in a town around 3,000 population. Write Box 53. Lincoln, Kas. **P1t**

THEATRES WANTED to lease or manage: 300 to 500 seat Chicago theatres. Write Box 116, 1400 East 53rd Street, Chicago, Ill. P1t

PROTECTION!

(No. 559.—Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation)

THE VERY SMARTEST EXHIBITORS IN THE WORLD ARE BUYING THE Universal output from top to bottom and using it as the backbone of their year's supply.

WHATEVER ELSE THEY MAY NEED TO COMPLETE THEIR YEAR'S bookings are bought here and there, according to the individual needs and possibilities of the situation.

IN DOING THIS, THESE SMART EXHIBITORS ARE GIVING FURTHER proof of their smartness. They know that year in and year out the Universal average is better than that of any other concern. They know that over the longest stretch of years, Universal has delivered the goods just a little better than anybody else.

FROM TIME TO TIME, THIS OR THAT PRODUCING COMPANY HAS seemed to have an advantage over others in its year's product. But such an honor has never stayed with any single company more than a year or, at most, two years at a time.

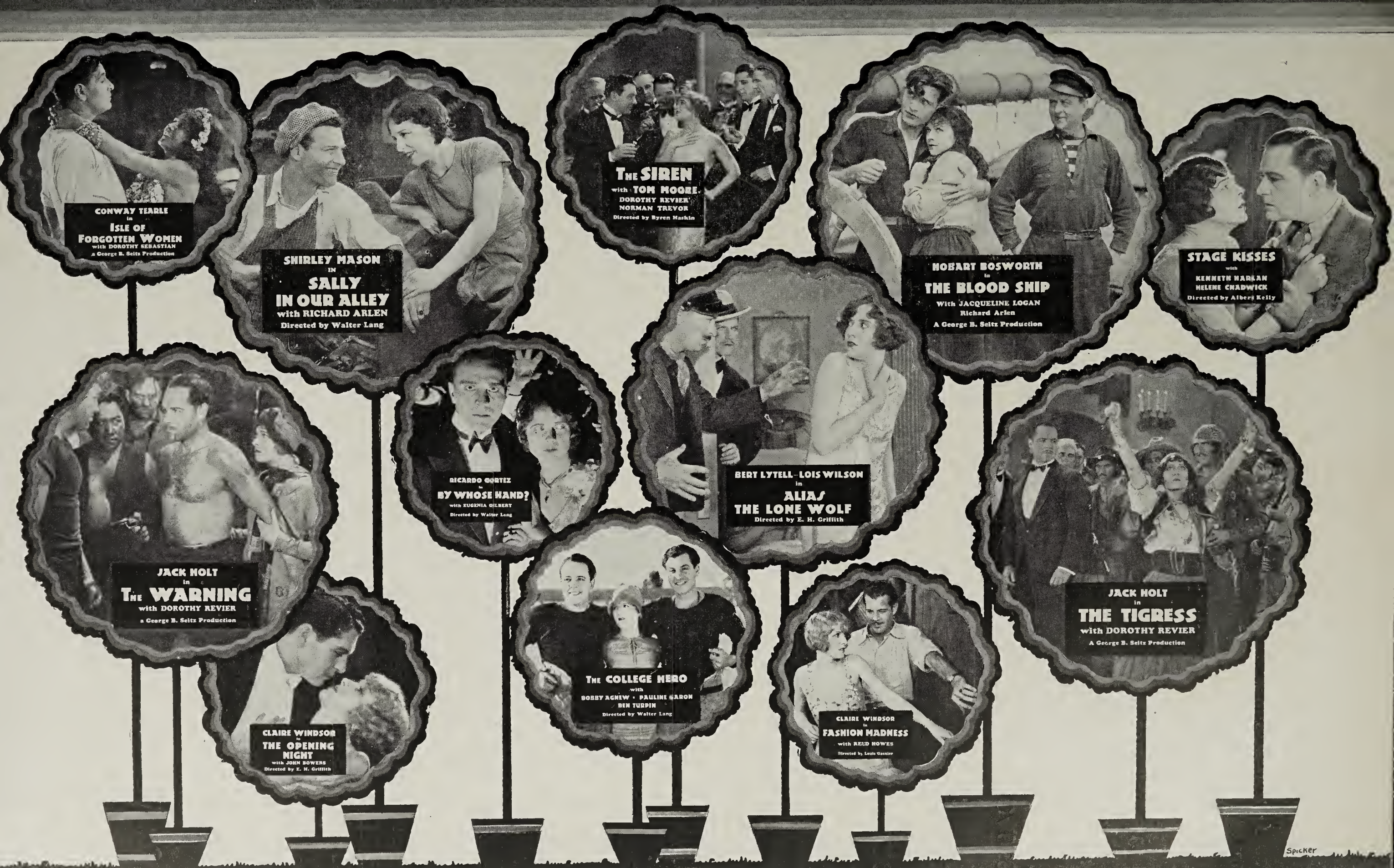
WITH UNIVERSAL, OVER *ALL* THE YEARS, THERE HAS BEEN A NEVER-ceasing progress and improvement. It is remarkable to look back over the years and review the amazing steadiness and reliability of the Universal product. True, Universal has had its seasons when parts of the program were not up to standard, but there never has been a season when its winners did not overshadow its weak sisters tremendously.

OVER TEN THOUSAND UNIVERSAL COMPLETE SERVICE CONTRACTS have been signed and put in operation since this plan was devised.

JUST THINK WHAT THAT MEANS! NOTHING EVEN APPROACHING it has ever occurred in the history of the moving picture business. No company in all the world can give such proof of the deep-rooted trust and confidence imposed in it by buyers of moving pictures!

THIS MEANS THAT IN MORE THAN TEN THOUSAND CASES EXHIBI-tors have signed up to take everything Universal produces. Blindly. With absolute confidence. Without the slightest fear that Universal will fail to make good. And these contracts have been signed months and months before most of the pictures have even been started in production at Universal City. In many cases the contracts have been signed before Universal had even bought all of the stories it intended to produce to carry out such contracts.

HERE ARE THOUSANDS OF PROOFS THAT WITH UNIVERSAL AS YOUR backbone, you are ready for anything that may come. Your worries are ended. Your safety is assured and insured. You don't care a rap what changes may come in the industry, for you are safe and sound in the Port of Protection.



Columbia Pictures

Growing Bigger and Better in Every Way!

COLUMBIA PICTURES
GEMS OF THE SCREEN

MOVIE AGE

Volume VI — OMAHA, NEBR., DECEMBER 10, 1927 — Number 3

WATCH LOVE!

JOHN GILBERT

GRETA GARBO

Based on Tolstoi's "Anna Karenina". Directed by Edmund Goulding. Continuity by Frances Marion.

FACTS talk loudest—
LISTEN!
GILBERT and Garbo in "Love"
OPENED Tuesday, Embassy, N. Y.
TWO Dollars admission.
WEDNESDAY sold out solid—
AND standees packed orchestra!
THURSDAY advance sale
LEAPS three weeks ahead—
BREAKING every house record!
AMAZING! Sensational! Astonishing!
AND it's just the beginning!

it's doing one half again as much business as "The Merry Widow"

AGAIN M-G-M DOES IT!

A Business Magazine for the Film Trade in Iowa and Nebraska

Are you interested in

BETTER PICTURES ?

With no expense to yourself do you wish to eliminate the inferior productions from the screens of America? Do you want to assure yourself of quality screen offerings?

Then

Join the

Better Pictures Club

Send in your box-office reports 100% on the pictures you play every day —every week!

Pledge

I, _____, do hereby apply
(name)
for membership in the

Better Pictures Club

through which I shall help to eliminate inferior pictures from the screen by sending in 100% the box-office reports on the pictures played at the_____Theatre

_____, _____
(town) (state)

every week to
MOVIE AGE,
414 South 13th St., Omaha, Nebr.
Send me blanks to be made out every week.

HERE'S THE KEY THAT OPENS ← THE WAY

MAIL IT TODAY

EDITORIAL

THE report from the studios that national producers plan a curtailment of production for next year with an expectant result of better pictures is good news. There is no denying that there has been overproduction at practically every one of the studios and that at the rate pictures have been turned out, many, which otherwise might have been hits, proved to be only mediocre successes and many others complete flops.

"Fewer and better pictures" has for several years been a pet slogan used by many, but has been adhered to very little. Production efficiency seems to have been made into a contest by production executives in which a prize was held up for the director who could make a picture in the shortest time. And several times boasts have come out that a picture, said to be a big one, was turned out in something like eleven or eighteen days. When many of the really big pictures, the biggest pictures, require months of "shooting," how can anyone expect even fair results from a hurried scramble to set a time record for photographing a picture?

The report also states that independents are planning to increase their output for next year to supply the difference in product in the event of any retrenchment program and thus prevent a possible shortage of product. If each independent producer will put the same good effort into the making of six or eight additional productions that has been recognizable in independent releases thus far this year and not increase their schedules too heavily, all will be well. But, if they so increase their production plans that a hurried scramble will become necessary, the result will not be so good. The independents have set the pace for good pictures this year and we believe that this has been largely made possible by the fact that all have made a comparatively short number of releases, concentrated upon for quality.

The belief is expressed that the Federal Trade Commission's ruling on block booking is responsible for the plan to cut production schedules. Whether this is so or not makes little difference. The ultimate result is important. Fewer pictures will relieve the congestion of playing time caused by overselling and overbooking and better pictures will result in bigger profits for both exhibitor and producer. And not to be overlooked, a more satisfied public.

* * * *

WHILE on the subject of better pictures the thought comes to our mind that simplicity is the thing to strive for—simplicity in story, plot and production. There is a formula for economy. Many think that a production in order to be "big" has to be lavishly produced, with enormous sets and casts and with heavy story and plot, told in minute detail. True, the road show productions have been gigantic spectacles, but some could have been stripped of their lavishness and still be big pictures—perhaps bigger financial successes than they are turning out to be, and released direct to first run houses rather than as road shows.

Perhaps one of the finest examples of simplicity in story and production is "Seventh Heaven." It is an outstanding success at the box-office and has created much public favor. At one of its current showings the picture was expected to be only a two-week draw, but so strongly has been its word-of-mouth recommendation by those who saw it during its first week's showing that its second week's business exceeded all expectations and its run was extended.

Here is a simple story of the human emotions. Its two leading characters were unknowns to the photoplay public. And with the exception of the war sequences, which, excellent as they were, could have been left out without injuring the picture, the production was anything but lavish. It was wholesome entertainment. It might be said that it lacked many of the present-day so-called necessary ingredients to box-office success, and yet, through its very simple love story and quite simple handling it packed an extra strong wallop that is eliciting from many mouths the words, "the best picture of the year."

Frank Borzage deserves a medal for his directorial effort in this production. And Fox, its producer, deserves to be commended for releasing this box-office gem direct to picture theatres, instead of over the road show route.

MOVIE AGE

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Telephone—Harrison 1285

MADELINE GRAHL Des Moines Rep.

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Corn Show at Crete Promoted by Exhibitor

Last week A. Burrus of the Isis Theatre, Crete, Nebr., held one of the best corn shows in southern Nebraska, which was a huge success. Two hundred dollars was awarded in cash prizes, as well as a free matinee ticket to the Isis, which was given to every farmer making an entry to the show. There were 132 participating and a full front page column was printed in the Crete News, indicating the success of the show..

Mr. Burrus writes that the day's cash receipts at his theatre were the largest he has had in many months, aside from the free admissions, having two full houses both afternoon and evening. The entries consisted of ten ears of corn each and were judged by P. H. Stewart, Crop and Soil Expert of the State Agricultural College.

Liberty Films Acquires Two Clara Bow Features

Liberty Films, Inc., the same exchange that distributed "The Birth of a Nation," "Intolerance," "The Plastic Age" and the Dempsey-Tunney fight pictures has always been associated with big money-making propositions. In accordance with that plan they are now distributing "The Primrose Path" and "My Lady of Whims," both Clara Bow features.

Phil Monsky, manager of Liberty Films says: " 'The Primrose Path' and 'My Lady of Whims' are bound to go big with any audience. They both have Clara Bow in the featured role, they both have strong supporting casts, and lastly, both have real plots and tell a plausible story."

"Tessie," from the pen of Sewell Ford, who wrote the famous Torchy stories, with May McAvoy and Robert Agnew is also a decided hit."

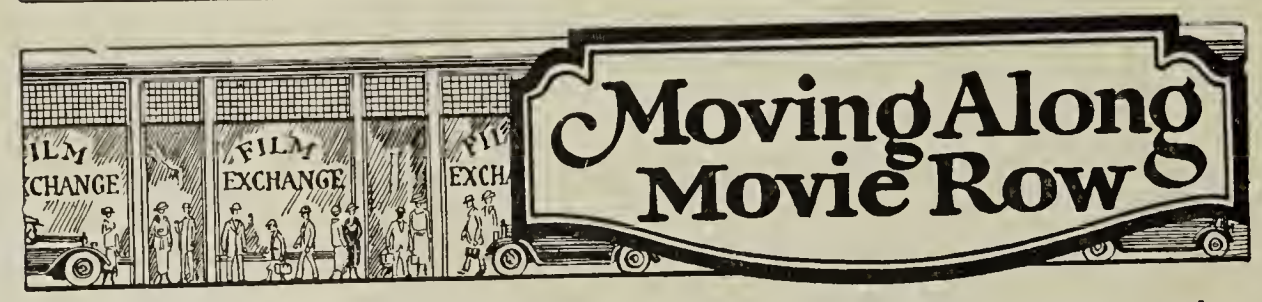
Orchestraphone Pleases In Showing in Omaha

More than 200 theatre owners and Omaha residents were present at the special exhibition of the new Orchestraphone at the Uptown Theatre last Wednesday.

With the Orchestraphone the small theatres can now have music which will rank with that of the larger movie houses. This machine reproduces with great accuracy and the reproduction of organ music is especially excellent.

The tone is similar to a radio with a loud speaker attachment or like an amplified phonograph. The music is cued to the picture by a system to insure the proper atmosphere.

The Orchestraphone is distributed in Omaha by the National Theatre Supply Co., and by the Blizzard Fan Co.



H. G. Dunn, of the Jewell Theatre at Valentine, Nebr., was in Omaha for several days last week.

* * *

Gwen Lee, an Omaha girl, whose real name is Gwendolyn Lepinsky, appeared at the Sun last week in support of Norma Shearer in "After Midnight."

* * *

Theodore Roberts appeared in person at the Orpheum Theatre last week, following a week's appearance by Lew Cody.

* * *

Mr. and Mrs. Norman of the Auditorium Theatre at Madison, Nebr., spent Friday and Saturday in Omaha.

* * *

W. F. Neal, who has been working out of the Des Moines office of Paramount for the past four years, is now covering the territory out of Omaha which was vacated by Ike Ruben.

* * *

Frank Kennebec and Dorothy Allen are new employees at the Paramount exchange.

* * *

Jimmie Weeks, Columbia salesman, passed the cigars around last Monday celebrating the arrival of his baby boy.

* * *

Under the former organization at the Pathe office, Mr. Danke was sales-manager for DeMille Features and Mr. Brandon was sales manager for short subjects. According to the new arrangement Mr. Danke is appointed branch manager in charge of both features and short subjects, and Mr. Branson is short subjects sales manager.

* * *

F. S. Botsford of the Royal Theatre at Aainsworth, Ia., visited Movie Row last Wednesday.

* * *

F. M. Honey of the Beardsley Theatre at Red Oak, Ia., called on Film Row last week.

* * *

W. A. Bowker, our famous ex-exhibitor from Onowa, Ia., called on the exchanges last week.

* * *

Glen Wilson, who formerly covered the northern half of Nebraska for Pathe, is now covering the southern block.

* * *

F. J. Obera of the Community Theatre at Elgin, Nebr., visited the exchange last Thursday and Friday.

* * *

Frances Albercombie of the National Theatre Supply Co. staff, was taken to the Lord Lister hospital last week for an appendicitis operation.

* * *

O. H. Dutton of the National Theatre Supply Co., left last week to visit the Des Moines, Minneapolis, and Kansas City branches.

* * *

Warner Bros. have taken three new salesmen on their staff. They are Irving Meisel, D. B. Chapman and Carl Helgren.

* * *

The Oskaloosa high school has just installed a new Simplex machine purchased from the National Theatre Supply Co.

Wolbach, Neb.—A deal has been closed whereby J. H. Berney purchased the Empress Theatre from Ollie Terry.

Ord, Neb.—Manager Bill Nieuwland of the Ord Theatres has been having the Gem Theatre redecorated.

GREET YOUR FRIENDS
Through the
CHRISTMAS MOVIE AGE

Yes Sir!

"NIGHT LIFE"

is IN and HOW !!

read what HOLLYWOOD FILMOGRAPH *says—*

WITH
ALICE DAY
JOHNNY HARRON
EDDIE GRIBBON
WALTER HIERS
PATRICIA AVERY
ARCHDUKE LEOPOLD
LIONEL BRAHAM
VIOLET PALMER
and others

BY
ALBERT SHELBY LEVINO

DIRECTED BY
GEORGE ARCHAINBAUD

TIFFANY-STAHL PRODUCTIONS INC
The Better Entertainment

"NIGHT LIFE"
Where Shown
CHOTINER'S PARISIAN
Released by
TIFFANY
Produced by
TIFFANY
Story by
ALBERT SHELBY LE VINO
Directed by
GEO. ARCHAINBAUD
Supervised by
SID ALGIERS

"Night Life" is a ten strike for Tiffany and certainly gives the big boys something to shoot at. After looking at a picture of this calibre made by a so-called independent and to shower it with praise would smack somewhat of politics, but this reviewer only regrets his inability to set forth all of the many outstanding features, but would like to recommend at this time if you are interested in making pictures take a look at this one, for it surely is a box office pay-off

Director Archainbaud tells his story pictorially without dragging a lot of foreign subjects in by the nape of the neck and to tip off the story would no doubt effect your slant on the picture, but Albert Shelby LeVino had something on the ball when he wrote this one.

Johnny Harron as "The Boy" and Alice Day as "The Girl" just barely kept Eddie Gribbon from running away with the picture. Even after these two kept up the terrific pace set by Gribbon it remained for Director Archainbaud to hand it to "Eddie" on a silver platter, and in doing so he sends his audience out with a sweet taste in their mouths and wow what a kick that is in the end

"Night Life" is surely going to mean something to the future of Alice Day and Johnny Harron when it hits the market. Walter Hiers appears early but gets very little chance to show his stuff, while the supporting cast Includes Lydia Yeamans Titus, Patricia Avery, Earl Metcalf, Snitz Edwards, Lionel Braham, Kitty Barlow and Archduke Leopold.

"Night Life" is Tiffany's second production under the new regime and from the reception accorded its first efforts it is bound to make itself a contender in the industry.

"Night Life" is IN and how.

CLICK.

TIFFANY-STAHL PRODUCTIONS, INC.

Distributed by RENOWN PICTURES Inc.

H. F. LEFHOLTZ, Manager
1516 DAVENPORT ST. OMAHA, NEBR.

Dedicate Paramount Sales Next 3 Months to Lasky; Coming Releases Announced

Paramount has dedicated its selling efforts for the months of January, February and March to Jesse L. Lasky as a tribute to the product turned out this season and the pictures, now in the making, which will be released during the latter half of the film year.

"I personally feel that we owe a great deal to Mr. Lasky and the production department," said Sidney Kent. "There is nothing in a material way we could give him. Therefore, we are dedicating all our sales efforts in January, February and March to him as a mark of our appreciation for the wonderful product he has given us this season and for what we know is to come."

Some of the highlights of the Paramount 100 per cent program produced under Mr. Lasky's supervision since August 1 are: "Beau Geste," "Hula," "Swim, Girl, Swim," "The Rough Riders," "The Way of All Flesh," "A Gentleman of Paris," "Service for Ladies," and "Serenade," starring Adolphe Menjou, "Underworld," "The Woman on Trial," "She's a Sheik," "The City Gone Wild."

Though those pictures released thus far have been marked for their combination of story, production and box-office value, the productions to be released during the next three months are said to surpass them. Coming productions include "Beau Sabreur," "The Last Command," "Gentlemen Prefer Blondes," "Old Ironsides," and "Speedy," the Harold Lloyd production, heading the list.

The following is a tentative schedule of product for the first three months of 1928: "Beau Sabreur," the sequel to "Beau Geste," directed by John Waters with a featured cast comprising Gary Cooper, Evelyn Brent, Noah Berry, William Powell, Arnold Kent and Roscoe Karns. This special will be released January 7.

Another released on the same date is a picture as yet untitled, co-starring Wallace Berry and Raymond Hatton, with Ford Sterling and Zasu Pitts in featured roles. "Love and Learn," Esther Ralston's latest, is scheduled for distribution January 14. Fred Thomson's second starring production for Paramount will be released January 21 under the title of "The Pioneer Scout."

Emil Jannings' starring vehicle, titled "The Last Command," will be released on the same date. Joseph von Sternberg is directing this picture, which has a cast including William Powell and Evelyn Brent.

Paramount's picturization of Anita Loos' story, "Gentlemen Prefer Byondes," is slated for distribution January 28. Malcolm St. Clair is making the picture version with a cast comprising Ruth Taylor, in the role of the blonde preferred; Alice White, her girl friend; Chester Conklin, Ford Sterling as Gus Eisman, the button king, and Trixie Rriganza, among other celluloid celebrities.

The first February release, shipped February 4, is a Zane Grey special production titled "under the Tonto Rim." It has a cast comprising Richard Arlen, Mary Brian, Jack Luden and Guy Oliver. "The Traveling Salesman" is the tentative title of the newest Richard Dix starring production, which will be released February 11. "Doomsday," starring Florence Vidor, with a cast including Gary Cooper and Lawrence Grant, will be released February 19.

"Tillie's Punctured Romance," a new version of the old story, now in production at the Christie studios, will be released February 18. Eddie Sutherland is directing the action of this production which has an entirely different story than that of the original picture. Featured members of the cast include W. C. Fields, Chester Conklin, Louise Fazenda and Doris Hill.

"Honky Tonk" is the tentative title of the first George Bancroft starring picture for Paramount which will be released February 25. Another picture scheduled for release for the same date is "Feel My Pulse," with Bebe Daniels in the stellar role and Richard Arlen in the leading male part. The Paramount road show, "Old Ironsides," heads the list of March releases. A featured cast includes Wallace Berry, George Bancroft, Charles Farrell and Esther Ralston.

Buster Keaton Signs On Dotted Line for M-G-M

Buster Keaton has renewed his affiliation with Metro-Goldwyn-Mayer and will be starred by that organization in a series of feature comedies.

The star list at the Metro-Goldwyn-Mayer studios now includes Lon Chaney, Marion Davies, John Gilbert, Greta Garbo, William Haines, Ramon Novarro, Norma Shearer, Buster Keaton and Tim McCoy.

The appellation, "the frozen-faced comedian," was given to Keaton and has since been his trade-mark. His pictures include "The Three Ages," "Our Hospitality," "The Navigator," "Sherlock, Jr.," "Seven Chances," "Go West," "Battling Butler," and "The General."

Where Sunday Movies Are Illegal Test This Stunt Used By Toronto Theatre

The problem of what to do when local ordinances or other Blue laws prohibit Sunday motion pictures, in order that something may be realized from the investment in theatre and equipment on the off day, is partially solved by the stunt used by Charles Querrie, manager of the Palace Theatre, Toronto, Canada.

As the province of Ontario prohibits Sunday shows, Manager Querrie arranges a special lobby display for every Sunday, the exhibition comprising posters, stills and announcements of coming attractions. The lobby is left open and many people walk in, during their Sunday strolls and window shopping tours, to look around. Each poster of coming attractions is properly marked with the date on which that certain picture will be shown.

There may be a law to prevent Sunday movies in some communities, but there is no law to prevent the public from strolling in your lobby and seeing the advertising of coming shows.

Columbia Completes Cast For Dana-Graves Comedy

The addition of Burr McIntosh, Syd Crossley and Aggie Herring completes the cast of "So This Is Love," the Columbia comedy now in its third week of production at the company's Gower Street Studios. Frank Capra, formerly Harry Langdon's director, is handling the megaphone, with Viola Dana and Ralph Graves in the starring roles.

Miss Herring and Mr. Crossley are graduates of vaudeville, while Mr. McIntosh left the stage to appear on the screen.

McIntosh is best known for his delineations of ogre fathers. He has divided the past few months between the Universal and First National lots, appearing in such successes as "Breakfast at Sunrise," "Silk Stockings," "Naughty But Nice," "See You in Jail," and P. D. C.'s "The Yankee Clipper."

Billie Dove in Follies Film

Preparations are being made for the immediate launching of Billie Dove's next stellar vehicle for First National Pictures, "The Heart of a Follies Girl."

This story is considered ideal for the beautiful actress, combining dancing with color and plentiful romance. Adela Rogers' St. Johns' magazine story was adapted by Carey Wilson, and Alexander Korda, who has just completed "The Private Life of Helen of Troy," will direct the picture.

Richard Barthelmess to Play "Little Shepherd"

"The Little Shepherd of Kingdom Come" will soon be started at First National West Coast Studios, with Richard Barthelmess in the stellar role. This is an adaptation of the famous novel by John Fox, Jr.

In the meanwhile, Barthelmess has completed his part in "The Noose," an underworld picture from Willard Mack's stage play. John Francis Dillon directed this film and Alfred Santell will make the next one.

Stern Brothers to Reign During Christmas Week

December will be a big month on Broadway for the Stern Brothers. In all, six Broadway showhouses already are lined up to play their comedies, with more likely to be added to the list.

The Capitol has booked "The Newlyweds' Christmas Party," the special Stern Brothers holiday picture, for the week beginning December 10. This picture also is booked for 150 days over the Loew circuit in and around New York, starting with Loew's State and Loew's New York Theatres. The Big Loew Metropolitan Theatre will show it about the same date, just prior to Christmas.

The Roxy Theatre will show another Newlyweds comedy during Christmas week, beginning December 26. It will be "The Newlyweds' Imagination," the latest two-reeler of this series to be received from the Coast. These Newlywed comedies are adapted from the famous newspaper comic strips by George McManus. Snookums is featured in them. Addie McPhail plays Mrs. Newlywad and Jack Bartlett, Mr. Newlywed.

The Colony Theatre will present a "Mike and Ike" comedy Christmas week. This series is made from Rube Goldberg's comic strip.

"Helen of Troy" Premiere At Globe in December 3

"The Private Life of Helen of Troy," the super-special made by First National Pictures from John Erskine's famous novel, opened at the Globe Treatre, New York, December 9 for an indefinite engagement at a $2.20 top scale of prices. This will be the world premiere of the much-heralded picture.

"The Private Life of Helen of Trop" was directed by Alexander Korda, the Hungarian director who made many fine pictures for UFA before coming to this country. Maria Corda, his wife and a beautiful European actress, plays the role of Helen, with Lewis Stone as Menelaos and Ricardo Cortez as Paris. Among others in the cost are Alice White, George Fawcett, Mario Carillo, Tom O'Brien, Charles Puffy and Gus Partos. Some 3,000 extras were employed in the production, photographed in settings wholly in keeping with the story.

German Censorship Bars Many American Films

Forty-one features were censored in Germany during September, of which 21 were German made and 20 foreign ((11 from America) as compared with 26 domestic and 21 foreign during August, and 25 domestic and 10 foreign in July, state reports to the Department of Commerce.

Total length of all films censored during September was 174,864 meters, as against 169,570 meters in August and 136,064 meters in July. The German share of the total number of features censored during September was 51 per cent, as against 55 per cent during August. Of the 286 films of all kinds censored, 56 were prohibited for showing to youth. Of these 29 were German, 21 American and the remainder productions of other countries.

Burn Hollywood House To Complete Realism

Shooting has started on the fire sequence, the most dramatic scene in "The Siren," the Columbia melodrama which presents Tom Moore and Dorothy Revier as a new romantic team. A Hollywood mansion condemned by the city as a fire trap and destined to be razed, was purchased by Harry Cohn for these scenes, and arrangements were made with the Hollywood fire department to fight the blaze, in order to insure a production of the utmost realism.

Jed Prouty and Otto Hoffman, signed for this sequence, complete the cast of the production, which includes besides Mr. Moore and Miss Revier, Norman Trevor in his first "heavy" role.

Haines in Polo Comedy

"The Smart Set," it is announced by Metro-Goldwyn-Mayer, will be the title for William Haines's new picture, a society life comedy with a background of the international polo matches. Alice Day and Constance Howard have the feminine leads.

Varied Shorts on M-G-M Releases for December

Eight varied short subjects will complete Metro-Goldwyn-Mayer's Short Subject release schedule for 1927. The first release for the month of December was the Oddities subject, "Winged Death," on December 3. This is an interesting release showing the training of falcons as an ally of the hunter.

"Putting Pants on Phillip," a Hal Roach all star comedy, was released on December 3. It features Stan Laurel and Oliver Hardy. The December 10 release is Max Davidson in the Hal Roach comedy, "Fighting Fathers."

Another of the UFA Oddities, "The Lion Hunt," is released on December 17. This is an exceptionally thrilling and entertaining story of a lion hunt in the heart of Africa. Many a gasp from audiences as the fierce lions charge the intrepid cameramen. One reel. Our Gang gives the industry a Christmas present, also on the date of December 17, in the form of their latest comedy, "Dog Heaven." Two reels.

Charley Chase's latest Hal Roach comedy, "Never The Dames Shall Meet" is scheduled for December 24. Two reels.

"The Parasol Ant," one of the series of Oddities, is the first of two releases scheduled for December 31. This unusual subject is interesting for its marvelous picturization of the life of these tiny creatures. They seem almost human in their activities and intelligence. One reel. The second release on the same date is the latest of the Hal Roach All Star comedies, "The Battle of the Century," starring Stahn Laurel and Oliver Hardy. Two reels.

Bath Fixtures to Hospital After Picture is Filmed

For once that rather intimate institution known as a Turkish bath will be seen in all its detail by millions of film playgoers, when "Ladies' Night in a Turkish Bath" is released by First National Pictures.

This lively screen play features Dorothy Mackaill and Jack Mulhall, and for the sequence showing the ablutionary establishment, a gang of carpenters, plumbers and painters have been installing the bath in the studio. All the latest innovations have been provided, and after the picture has been filmed, Edward Small, who is producing it, will present the fixtures to a new hospital which is being constructed in Los Angeles.

Another Columbia Triumph on Broadway!

"Excellent acting. Consistently entertaining and holds interest. A good audience picture."

Regina Cannon in N. Y. American.

Columbia Pictures
presents

JACK HOLT
in
"THE TIGRESS"
with
DOROTHY REVIER

A George B. Seitz Production

Expect More Iowa Towns To Vote for Sunday Shows

Following the decision of the voters of Perry, Ia., in favor of Sunday motion picture shows by a vote of 1,416 for and 1,153 against, it is expected that a number of Iowa cities and towns will put the matter of week-end entertainment to a vote.

For many years the public sentiment in many Iowa communities was unfavorable to Sunday amusements, but recently the trend has been to permit theatres to open their doors, especially because people who cannot afford golf club memberships and automobiles feel they are entitled to the amusement picture shows afford at a nominal cost.

Herb Grove Will Manage New Riviera at Waterloo

Herb Grove, who has been manager of the Des Moines Theatre in Des Moines, has been sent to Waterloo to take charge of the opening of the Riviera Theatre, which is being built at Waterloo, Ia., by the A. H. Blank-Publix chain. The opening is scheduled for December 29.

Lionel Wasson, who has been at Waterloo doing special publicity work on the Riviera, has returned to Des Moines and assumed charge of the Strand Theatre, while Jess Day is managing the Des Moines.

Theatre Strike at Mason City is Yet Unsettled

The moving picture projectionists of Mason City, Ia., were called out in sympathy with the musicians more than three weeks ago, following an agreement between the international officers of the two organizations.

Charles Armentrout, president of the Mason City union moving picture projectionists and stage employees, has announced that there are some who think all of the theatres of Mason City are listed as "unfair" to organized labor. He has stated that there is absolutely no union trouble at the Star and Cecil Theatres, the Palace and Bijou being the only two theatre employing non-union musicians and projectionists.

Mr. Armentrout calls attention to the quiet, peaceable nature of the present strike at the Blank theatres.

Cherokee Woman Hasn't Missed Show for 8 Years

Since 1919 Mrs. Wilhemine Alff, 85, of Cherokee, Iowa, has seen 2,920 pictures. During this period Mrs. Alff has not missed going to a picture a single night. This is believed to be a record.

BRIGHT BITS *and* NEWSY NOTES

Harry David, executive of the Publix chain, who has been in Des Moines for some time, is now making his headquarters in Omaha.

* * *

The Gem Theatre, a Des Moines suburban house, has been sold by Roy Jones to Fred Worrell, who has been manager of the Rivoli at Oskaloosa, Ia., a Hostetler house. Jones built the Gem and has operated it for several years.

* * *

A. J. Levy, formerly of Kansas City, is now on the staff of Pathe in Des Moinse as assistant to Mrs. Phillips, sales manager.

* * *

Youngclass & Latta have purchased a new screen for the Grand Theatre at Perry, Ia. This house has not been in operation since its purchase by Youngclass & Latta, who announced at the time they would remodel it.

SHORT SUBJECTS

A Department in This Trade Paper Acquainting You With the Little Features That Are an Important Part of Your Every Program

Josephine Baumgarten, until recently in the booking department of Fox at the Des Moines office, has resigned. Prior to her association with Fox Miss Baumgarten was assistant secretary of the Iowa Theatre Owners association.

* * *

Due to the fact that the name "Roxy Theatre" is copyrighted, Youngclass & Latta, who recently gave the former Rex Theatre at Perry, Ia., that name, have decided to call it the Foxy.

* * *

Universal claims the lead in the film bowling tournaments of last week, with three games won against FBO last week. Universal, Paramount and FBO tied the week before for second place, with Pathe in the leading score. An alibi is offered by the Paramount pin artists, who claim they did not get the proper amount of support from the girls in the rooters' section.

* * *

O. H. Garland, Pathe salesman, is recovering from an attack of the grip, but is not yet well enough to go out on the road.

* * *

E. F. Woods, who recently bought the Isis Theatre at Lynville, Ia., last week bought 75 new chairs for his house. He is making extensive repairs and has redecorated it extensively, as well as putting in a new heating system. This is a 300-seat house.

* * *

Mr. Fenton, of Gilman, Ia., who has the Genton House there, and Mr. Pettit, of Winterset, Ia., were visitors at the Paramount offices in Des Moines last week.

* * *

The Capitol Theatre has purchased two machines equipped with Peerless lamps and two new spotlights.

* * *

The Lyric Theatre at Walnut, Ia., which has been under the management of E. B. McCord, has been sold to Arthur A. Johnson of Harland, Ia. He is making several changes in the house and has added an orthophonic Victor among other improvements.

* * *

Grantham & Peters, of Fairbank, Ia., who have the Polly Theatre at Fairbank, have taken over the Arlington Opera House at Arlington on lease and have purchased the theatre equipment from the former owner, A. R. Bird.

N-E-W-S B-R-I-E-F-S

"Love," co-starring John Gilbert and Gretta Garbo, had its world premiere at the Embassy Theatre, New York, Tuesday evening, November 29. The new Metro-Goldwyn-Mayer film, based on Tolstoi's famous novel, "Anna Karenina," was directed by Edmund Goulding, from an adaptation by Frances Marion. The supporting cast includes George Fawcett, Emily Fitzroy, Brandon Hurst and Philippe de Lacy.

* * *

The Christie Film Company, releasing its product through Paramount, has re-signed Anne Cornwall to star in four two-reel comedies. The new contract is a reward for the petite star's work in past productions, the latest of which is "Fighting Fanny."

* * *

Ken Maynard, First National western star, was guest of honor aboard the U. S. S. Idaho at the San Pedro, California, naval base recently and presented a silver loving cup to the winning football team. He was given a big ovation.

* * *

When Edwin Carewe, directing "Ramona," sought someone to play the part of "Alessandro," the Indian lover of "Ramona," he never gave Warner Baxter a thought. It was not until Baxter donned his Indian war-paint and feathers and made test for the producer that Carewe became interested. After seeing the test run off, Baxter was engaged immediately.

* * *

Rita Carewe, blonde daughter of Edwin Carewe, the producer, and a Wampas baby star of 1927, is working oppose Percy Marmont in "The Stronger Will." Burton King is directing. The production is being made at Tec-Art studios, Hollywood.

* * *

One egg was the admission price charged recently by A. D. Caples, owner of the Star Theatre, Forest Grove, a suburb of Portland, Ore., when business became exceedingly dull. In one night Caples collected 40 dozen eggs and sold them at an average price of 70 cents a dozen.

* * *

Pat Rooney, Marion Bent and Pat, Jr., will be starred by Movietone in a two-reel talking screen comedy version of their vaudeville act "Shamrocks." It is reported that the Rooneys will receive $10,000 for the picture, which will require less than a week to make.

* * *

Mae Murray will start a nine-week tour of the Publix Circuit beginning with the Paramount Theatre, New York City. The star will appear in a "Merry Widow Revue."

* * *

It is reported in New York City that Bebe Daniels may appear in vaudeville with Charles Paddock, champion runner.

* * *

"The Last Mrs. Chaney," Grolia Swanson's next picture for United Artists, is scheduled to go into production January 17. Sam Taylor will direct.

* * *

Louise Fazenda, Warner Bros. star, and Hal Wallis, director of publicity for the same company, were married at noon Thanksgiving day.

* * *

After eighteen months of idleness, Conway Tearle says he is going back to the legitimate stage. He is said to be asking $3,000 per week for his services.

* * *

Four pictures were started at the First National studios in Burbank last week. The titles are "Lilac Time," "Burning Daylight," "The Heart of a Follies Girl," and "Chinatown Charlie." "Do It Again" was scheduled to start this week.

* * *

Malcolm McGregor, popular young star, has signed a long-term contract with Tiffany-Stahl.

* * *

Sunny McKeen, popularly known as Snockums in the Universal comedies, has been assigned his first part in a feature production. He will be seen in "Honeymoon Flats."

* * *

Fox is preparing a satire on underworld dramas. The picture will star Edmund Lowe and will be called "Dressed to Kill."

* * *

"The Shepherd of the Hills," First National special, is being edited and titled.

* * *

Belle Bennett will star in "The Devil's Trade Mark," which Leo Meehan is to direct for FBO.

Edwin E. Mix, father of Tom Mix, died in Dubois, Pa., last week from a heart attack. He was 73 years old. He trained Tom for the horsemanship feats which paved the road to fame.

* * *

John Boles will play the lead in Pathe's new picture, "Menace." Announcements formely had been made that Victor Varconi would take the role.

* * *

Famous Artists Corp. is preparing a newsreel to be devoted entirely to the Negro race. It will be known as the "Famous Negro News."

* * *

King Vidor and Mrs. Vidor are the proud parents of a baby girl born recently. Mrs. Vidor is known on the screen as Eleanor Boardman.

* * *

Betty Bronson, whose contract with Paramount expired November 13, has entered the free lance field.

* * *

Tiffany-Stahl has signed two noted colored players on a long term contract. They are Carolynne Snowden and Stephen Fetchit, both of whom appeared in M-G-M's production, "In Old Kentucky."

* * *

Fox plans to build the largest studio stage in the world at the Hollywood studios. It will measure 300 by 425 feet and contain 60 dressing rooms.

* * *

"The Patent Leather Kid," First National's feature starring Richard Barthelmess, is in its fourth month at the Globe, New York, at $2 top.

* * *

Fred Thomson has secured a stable mate for Silver King, the horse he has used in his pictures during the past few years. The new steed is of Arabian stock, pure white and has the same extraordinary eyes for which Silver King is noted. The new horse will be seen in Thomson's second starring production for Paramount, "The Pioneer Scout," now in production.

* * *

Evelyn Brent has been assigned the female lead opposite George Bancroft in his first production as a Paramount star. The picture, now in production under the direction of Victor Schertzinger, is based on the stage play of the oil fields written by Houston Branch under the title, "Wildcat." The picture title has not yet been selected.

PICTURE NEWS

TOLD IN PICTURES

HAROLD LLOYD

After scoring a big success in "The Kid Brother," Harold Lloyd has completed another comedy for Paramount which is said to be funnier than his former production. The title is "Speedy" and will be ready soon for distribution.

Pathe seems to have started in to corner some of the Western favorites. The above sombrero hall of fame comprises Buddy Roosevelt, Wally Wales, Bill Cody, Leo Maloney and Buffalo Bill, Jr.

At the left are smart scenes from Mrs. Wallace Reid's Gotham production, "The Satin Woman," with which she is making a transcontinental tour of personal appearances of the principal cities of the United States and Canada.

Columbia's "The Blood Ship," which had its world premiere at the Roxy Theatre in New York recently, brings a notable group of character actors to the screen. Here are seven of them, left to right; Hobart Bosworth, Jacqueline Logan, Richard Arlen, Walter James, Fred Kohler, James Bradbury and Arthur Rankin.

Exotic, Latin and beautiful, Dolores Del Rio is the type that proves conclusively that "beautiful but dumb" is a big mistake. This petite Mexican is one of the screen's greatest actresses, as well as one of the most beautiful. Under the Fox banner.

Alexander Korda, director, has completed the cutting of "The Private Life of Helen of Troy. "Howard Green, "Hollywood's busiest gagman," is at right. Tillie, script girl, center. A First National picture.

Ricardo Cortez and Eugenia Gilbert in one of the many tense scenes in "By Whose Hand?" the clever mystery drama just released by Columbia Pictures.

Steve Roberts, Educational director, entered the films after a brilliant air service war record. The clinging vine is Al St. John.

It looks as if the world had been waiting for this picture ever since Anita Loos dashed off "Gentlemen Prefer Blondes." Ruth Taylor, left, and Alice White in an off-stage moment during the filming of this Paramount production.

The PICTURE GUIDE

Little Tips on New Pictures

The Girl From Chicago

Distributed by Warner Brothers.
STAR: Myrna Loy.
SUPPORT: Conrad Nagel.
TYPE: Underworld drama.
TIME: Present.
LOCALE: New York.
LENGTH: 7 reels.

SYNOPSIS: Mary Carlton leaves her Southern home to rush to New York when she hears her brother is sentenced to the electric chair for a crime he did not commit. To solve the case Mary pretends to be a girl from the Chicago slums and works her way into an underworld gang which she thinks is responsible for her brother's trouble. Steve Drummond and Handsome Joe seem to be the big power. Joe decides to investigate Mary's game, for Joe in reality is a detective assigned to the case of clearing Mary's brother. Upon secretly entering Mary's apartment he is amazed to find the kid's picture and he realizes Mary is the boy's sister. Steve arrives with his gang and tells Mary they have learned Joe's identity. They see the picture and realize who Mary is. Joe, hiding in a clothes closet, manages to call the police who come to the scene and arrest the gang. Joe manages to get a wire through to the governor in time to prevent the execution. Joe and Mary embrace.

HIGHLIGHTS: The arrival of the police riot squad, the round up of the gang, night life scenes.

She's a Sheik

Distributed by Paramount.
DIRECTOR: Clarence Badger.
STAR: Bebe Daniels.
SUPPORT: Richard Arlen.
TYPE: Comedy.
TIME: The present.
LOCALE: Desert in Northern Africa.
LENGTH: 6 reels.

SYNOPSIS: In this comedy Bebe Daniels is seen as the adopted daughter of a desert sheik. She is much sought by various Arabians, but being of Spanish birth, will marry only a Christian. Kada the Jackal, comes to the home of Abdul, Zaida's father by adoption, and, seeing a painting of Zaida, wants her for himself. He asks Abdul to join him against the French, but is ordered out. Zaida and Abdul go to a French army post to warn of Kada's threatened attack, and Zaida falls in love with Captain Colton. With the aid of two Americans, who had come to her home with a motion picture machine, she kidnaps Colton and takes him to her home in the dessert. Very much against his will, she holds him captive and tries in various ways to win his love, finally being successful. In the meantime, Abdul and part of the French troops have gone out to hunt Kada and his army and stop to rest at Abdul's home. The French commanding officer finds Colton and Zaida in each other's arms. Colton is accused of desertion and sentenced to be shot. Kada, coming to call on Zaida, gets in Abdul's home also, and tells Zaida that the shot killing Colton will be the signal for an attack by his Arabs. In Douglas Fairbanks style, she eludes the Jackal, saves Colton, and warns the French of the Arab's attack. Kada fires the signal, and his men attack. They far outnumber the French and are about to overpower them, when the two Americans flash a picture of an army upon the sand. The Arabs think it is reinforcements, and surrender.

Good Time Charley

Distributed by Warner Bros.
DIRECTOR: Michael Curtiz.
STAR: Warner Oland.
SUPPORT: Helene Costello.
TYPE: Comedy-drama of stage life.
TIME: The present.
LOCALE: New York City.
LENGTH: 7 reels.

SYNOPSIS: Charles Edwin Keane, "Good Time Charley," receives news that his wife is dead. Collins, prop man, knows that Hartwell, theatrical impresario, is responsible for her leath, but does not tell Keane, his pal, as he knows there would be another tragedy. Rosita, Kean's daughter, grows up and becomes a star under Hartwell's direction. She is about to elope with Hartwell's son Jack and loses her job. Keane. out of work and losing his sight, has just received $1,000 from Collins for an operation on his eyes, gives the money to Rosita, who goes to Europe. She is deserted by Jack. Keane hides his true condition from Rosita by sending her clippings about a young actor named Garrick which "Good Time Charley" says is his new nom de theatre. In the end there is a happy reunion when Rosita returns, successful, and finds her father and Collins in an actors' home.

Once and Forever

Distributed by Tiffany Productions.
DIRECTOR: Phil Stone.
STAR: Patsy Ruth Miller.
SUPPORT: John Harron.
TYPE: Romance.
TIME: During the World War.
LOCALE: A small French Island possession.
LENGTH: 6 reels.

SYNOPSIS: A beautiful orphan girl is loved by the nephew of a rich and stern governor of the island. Their love knows no bounds of caste and they are happy until the call to the colors arrives. While her lover is at the front, the girl becomes the special prey of two village gossips. They hail her before the governor with a charge against her virtue and she is banished. Bitter at her treatment, the country girl leaves for Paris where she falls into the hands of a set of unscrupulous apaches. In the meantime her lover is injured; and blinded on his return asks for his sweetheart. Antoinette's return is the turning point, and he improves.

HIGHLIGHTS: The war scenes, human love interest.

Pretty Clothes

Distributed by Sterling.
DIRECTOR: Phil Rosen.
STAR: Jobyna Ralston.
SUPPORT: Johnny Walker.
TYPE: Dramatic romance.
TIME: The present.
LOCALE: An American city.
LENGTH: 6 reels.

SYNOPSIS: Marion Dunbar, a poor and pretty girl, meets Russell Thorpe, a wealthy boy, and Philip Bennett, whom Russell's father has secretly appointed to see that the boy is not entangled with a woman. Russell and Marion become interested in each other, and Philip tells Thorpe, Sr. Bennett arranges to compromise Marion by giving her a dress. When Russell and Marion decide to marry, they go to Russell's father with the news, and he receives them in a fury. Russell is led to believe that Marion accepted the dress from Bennett for questionable reasons and they quarrel. She is ashamed to go home, but Bennett meets her again at the bedside of her dying mother and the two effect a reconciliation.

HIGHLIGHTS: The fashion show; Russell and Marion quarrel; the meeting at the mother's bedside.

SHORT SUBJECTS

Spice of the Box Office

The Magic Game

Bray—Two Reels

The McDougall Alley Kids are featured in this one, which opens with a game of baseball on the first day of school. Some unusual fielding by the youthful ball players is especially interesting. When the kids get in the school house they are unable to concentrate on their studies and give the teacher some dumb answers to her questions, with the result that they are lined up before the blackboard wearing dunce caps.

Assistant Wives

Pathe—Two Reels

Charley Chase is starred as an underpaid law clerk who asks his boss for a raise. He is told that it will be granted if he is married. He already has a wife, but in his anxiety for the increased salary, he points to a waitress across the street as his spouse. The boss insists that he be invited to Charley's house for dinner, so the waitress, although in fear of her burly husband, has to go through with the deception. The boss, Charley and the waitress, bribed to do her part, enter Charley's apartment house, and seeing a couple leave an apartment, decide to take possession. Complications ensue when Charley has to borrow part of the dinner from his own apartment when his wife is not looking, and the husband of the waitress appears. Everything ends all right for everybody but the boss when the waitress is found in his arms.

Nothing Flat

Educational—Two Reels

A burlesque on track meet stories with George Davis supplying the comedy. George is really a famous checker champion but he has the ill-fortune to be mistaken for a cinder track star. He is drafted in a track meet in which his bitter rival for his girl is a star athlete. He doesn't want to back out because his girl is banking on his success. By a number of clever tricks and flukes, George wins most of the events and wins the girl.

Young Hollywood

Pathe—Two Reels

Robert Thornby has directed a new idea in short subject skits in this Pathe comedy. The children of several well known stars have been placed into a playlet, with each child taking a part resembling the portrayal of the parent. The story deals with the children's efforts to make a picture of their own, with young Von Stroheim playing the part of the director. The children of Tim CcCoy, Hobart Bosworth, the late Wallace Reid, and other appear in the picture.

Four Faces West

Fox—Two Reels.

Van Bibber does some more quick thinking in this unit of his series. Van needs some $250 in a hurry to pay for a necklace. He steals a taxi and tries to pick up enough fares to pay the price, but fails. At least he convinces his uncle that he must rush to a big business deal and he rushes him off in the taxi. The ride is a wild one but Van manages to get the money in the nick of time. There is a great deal of slapstick, falls, and fights.

Pig Styles

Paramount—One Reel.

The Pig family inherits a fortune and Krazy Kat is called upon to introduce the Pigs into society. The task of teaching them the ins and outs of etiquette is a difficult one. At the dinner table the little Pig goes out to the ash can to get a more enjoyable meal. He is captured by the rhinocerous, the village butcher, and is carried away to be slaughtered. Krazy dashes to the rescue, grabs the bag in which he thinks the little pig is being kidnapped, and returns to the parents in triumph. But when the bag is opened, the crowd is shocked to discover that the little fellow has been made into a ham.

The Bull Fighter

Pathe—Two Reels

Madeline Hurlock, Billy Bevan, Eddie Quillan and Andy Clyde are featured in this slapstick offering. Billy poses before a group of bathing beauties as a bull fighter, and is forced to make good. Madeline has run away from rich parents who insisted that she marry Eddie, whom she has never seen. Eddie is in a similar situation and both are disguised as tramps when they meet in the woods and are invited to join a picnic luncheon with the bathing beauties. They are routed by the sheriff, after which Billy attempts to show his bull fighting ability. He receives rough treatment from the bull as the others look on in awe.

Buffalo Bill's Last Fight

M-G-M—One Reel.

Here is an Oddity that will appeal especially to the kids. Indian fighting with the cavalry, all in technicolor, offers plenty of excitement. Buffalo Bill is seen with a wild west show. When news of Custer's unsuccessful fight with the Indians reaches his ears, Buffalo Bill leaves the show and rushes to the warpath. Here he engages in a battle with an Indian chief, and after a terrific fight, the Indian is killed. The redskins break loose into a terrific battle which is subdued by the U. S. cavalry.

Uncle Tom's Crabbin'

Educational—One Reel

A parody, satire, burlesque, or what have you, on "Uncle Tom's Cabin." It is a one-reel Felix the Cat cartoon by Sullivan. Felix goes south to escape the winter of the north. In the sunny Southland the cat hooks up with Uncle Tom, little Eva and Topsy, and all the other famous characters of the story. His dancing and merry-making to Uncle Tom's banjo arouses the anger of Simon Legree, who dashes in with his whip and displays his cruelty. Felix, not used to such behavior, defies the notorious Simon, which results in a merry chase across the ice. After such an episode Felix is willing to return to his northern home.

Have a Drink

Pathe—One Reel

A scenic Rare Bit novelty which is very impressive. It is mainly a series of views of creeks, rivers, pools, and even extends to the ocean in its effort to bring every kind of moving water before the eye.

The Girl From Everywhere

Pathe—Four Reels

A trifle long to be considered a short subject and not long enough to be a feature. But Mack Sennett has presented a novel offering of bathing girls worked into a romance of the studios. Many of the sequences are in color. When lions break loose Sennett reverts to his favorite slapstick. Girls? Yes, lots of them.

WHAT THE PICTURE DID FIRST RUN

AT DES MOINES THEATRES WEEK ENDING DECEMBER 3

STRAND

Becky, (M-G-M), Sally O'Neill

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: Not so good a film, but it did pretty well.

ENTERTAINMENT MERITS: 75 per cent.

DES MOINES

Dress Parade, (Pathe), William Boyd.

BUSINESS: Fair.

AUDIENCE REACTION: Good.

SUMMARY: A story of West Point and with the hero who at first has not so sympathetic a role, winning heartfelt applause at the end.

ENTERTAINMENT MERITS: 90 per cent.

CAPITOL

Man, Woman and Sin, (M-G-M), John Gilbert, Jeanne Eagles.

BUSINESS: Fair.

AUDIENCE REACTION: Very good.

SUMMARY: This picture has everything to make it a success and was applauded very heartily.

ENTERTAINMENT MERITS: 95 per cent.

STRAND

In Old Kentucky, (M-G-M), Helene Costello.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: A very good picture and it was well liked.

ENTERTAINMENT MERITS: 80 per cent.

Strikes and Spares

O-M-A-H-A

FILM INDUSTRIAL LEAGUE

M-G-M	17	10
FBO-Warner-Liberty	18	12
Paramount	17	13
First National-U. A.	16	14
Pathe	11	16
Universal-Blizzards	10	20

High Three Game Total

FBO-Warner ---- 2520

High Single Game Total

Paramount ---- 899

INDIVIDUAL AVERAGES

Comer	188	Fletcher	149
Gorham	182	Fangman	147
Hensler	179	Faulds	147
Cross	172	Harms	145
Weitz	160	M. Monsky	142
Doherty	162	Connors	141
Bierman	161	Strickland	139
Morrison	160	Booth	138
Danke	151	Van Dollan	137
Williams	156	Branson	135
Barker	156	Malchaw	134
P. Monsky	154	Mitchell	132
Howell	153	Trent	132
Fridell	153	Diamond	130
Stolte	151	McCool	130
McLucas	151	Nedley	129
Mendelson	151	Fischer	125
Pomy	150	Okum	120
Nightingale	150	Anderson	118

High Three Game Total

Comer ---- 661

High Single Game Total

Harms ---- 239

LADIES' FILM LEAGUE STANDING

Team	P	L	W	P	Pct.
Fox	18	14	4	7074	778
M-G-M	18	10	8	6494	556
FBO	18	9	9	6397	500
Warner- Uni	18	3	15	5627	167

INDIVIDUAL AVERAGES

Casper	125	Molseed	81
Phillipa	119	Thortson	80
Gillen	103	Miller	78
Anderson	98	Palmer	76
Blesh	97	Trent	73
Frankson	91	Nepodal	71
Gilchrist	86	Peterson	66
Barta	84	Lonergan	62
Foley	81	Green	62
Wood	81	Perrine	59

Comer of Warner Brothers sure had a bunch of tough breaks, as his score indicates. The results that he got were about the same as the two Scotchmen that walked into a restaurant and asked for one cup of coffee and two saucers.

o o o

Bob Morrison from Universal took the honors for high game. Other good games over 200 were rolled by Doherty from FBO, Bob Gorham of Columbia and Leon Mendelson.

o o o

Mickey Doherty bowled consistently and as a result his three games totalled higher than anyone else.

o o o

Lee Von Dollen forgot his chewing tobacco and for that reason and the fact that he had 106 for his last game he gets his name in print and credit for low game of the evening.

Anderson of the FBO team was the only newcomer on hand Monday. He used any ball, a lot of chalk and did fairly well. He'll do better next time.

Don Cross of the United Artists-First National team has taken a position as publicity director for the Edwards Hotel pharmary. Did you notice the shirt? Don was looking out for the shirt's welfare and didn't get in a single argument all evening. That's quite an event.

o o o

The improvement shown by the girl bowlers is certainly remarkable. It would be easy now to pick five bowlers from the girls that could beat five picked from the men. Who will be the first to promote such a match?

o o o

Mayer Monsky knew that he couldn't beat Hensler in bowling, so he tried to out-talk him. Guess Mayer must have been an inspiration as Frank certainly did well, having higher totals than either Gorham or Comer.

o o o

Micney Doherty shot 222 in his last game, but it was wasted energy. In other words, it was just like telling a hair raising story to Sherm Fitch. The point is that even though Mickey did roll the big score. FBO dropped the last game and United Artists-First National took two out of three of the series.

o o o

The new pins Monday ruined the scores of several who have been doing much better. If you don't believe it ask Al Danke.

o o o

Paramount with Bill Barker back in the line-up was the only team that won all three of their games.

Howes and Winter Featured In "Fashion Madness"

Reed Howes and Laska Winter have been selected for the principal supporting roles in "Fashion Madness," Claire Windsor's second starring vehicle for Columbia.

Mr. Howes won the role because of his performance in "Rough House Rosie," starring Clara Bow.

To Miss Winter fell the dramatic part of the Indian girl who sacrifices her life for the happiness of the hero and heroine. Miss Winter specializes in exotic roles. Her latest appearances have been in "The Thief of Bagdad," "A Night of Love" and "The Tender Hour."

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING DECEMBER 10

SUN

The Harvester, (FBO), Natalie Kingston, Orville Caldwell.

BUSINESS: Fair.

AUDIENCE REACTION: Generally well pleased.

SUMMARY: A simple love story brings to life the characters of Gene Stratton Porter's popular novel. Filmed in Indiana at the author's estate.

ENTERTAINMENT MERITS: 75 per cent.

SHORT SUBJECTS: Love 'Em and Feed 'Em.

WORLD

Body and Soul, Aileen Pringle, Norman Kerry and Lionel Barrymore.

BUSINESS: Good.

AUDIENCE REACTION: Very favorable.

SUMMARY: A highly dramatic love story involving an old doctor, his youthful wife and the man whom he accused of winning his wife's love. Story laid in the Swiss mountains and based on Katherine Newlin Burt's story.

ENTERTAINMENT MERITS: 90 per cent.

SHORT SUBJECTS: Buster Brown comedy, "Look Out Buster."

MOON

Golden Snare, Lewis Stone and Wallace Berry.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: A re-issue, but so filmed and so costumed that the film might have been a recent release. The story deals with Northwest mounted police in a drama of the snow country.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: "Vanishing Villian," FBO comedy, Whispering Smith serial.

RIALTO

Now We're in the Air, (Paramount), Raymond Hatton, Wallace Berry.

BUSINESS: Excellent.

AUDIENCE REACTION: Very well entertained.

SUMMARY: Two ship stokers suddenly find themselves blown into the air service during the war. After humorous narrow escapes they face the firing squad but come out heroes. Louise Brooks plays a dual role.

ENTERTAINMENT MERITS: 85 per cent.

CURRENT RELEASES

Week of December 11, 1927

EDUCATIONAL

Nothing Flat, George Davis, (2).

Hits the Deck, Felix, (1).

A Whirl of Activity, Hodge Podge, (1).

FBO

Swift Shadow, Ranger, (5).

Newslaffs, No. 8, (2).

FIRST NATIONAL

Helen of Troy, Maria Corda, (8).

FOX

The Wizard, (7).

Solitudes, Variety, (1).

METRO-GOLDWYN

Fighting Fathers, Max Davidson, (2).

Spoilers of the West, Tim McCoy, (6).

PARAMOUNT

The Gay Defender, Richard Dix, (7).

Toddles, Novelty, (1).

Ko Ko's Quest, Inkwell, (1).

PATHE

The Masked Menace, No. 6, (2).

Rats in His Garret, Fable, (1).

Grandma's Boy, Harold Lloyd, (Reissue.)

Smith's Modiste Shop, Ray McKee, (2).

On To Reno, Marie Prevost, (6).

Red Hot

Two Brand New Dazzling

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EXPLOITATION IDEAS AND HINTS

Exploitation Outline Out For "Ben Hur" Exhibitors

Encouraged by the success of the exploitation campaign outline which were forwarded to the branch offices of Metro-Goldwyn-Mayer for distribution to those theatres which booked "The Big Parade," Wm. R. Ferguson, manager of exploitation for M-G-M, has issued a similar outline for "Ben Hur."

The new outline follows closely the outline on "The Big Parade," and, like its predecessor, it has been designed to take care of every type of theatre, offering comprehensive, tested ideas for use in putting over "Ben Hur."

Every form of advertising, publicity and exploitation idea has been included in this outline, and general treatments and angles for use on the great Fred Niblo epic are discussed in short and readable paragraphs.

Essay Contest and Student Party Exploit "Dress Parade"

"Why I would Like to Attend West Point" was the topic of an essay contest held in Indianapolis for Pathe's "Dress Parade" by B. F. Keith's theatre through the co-operation of the Times of that city.

Any boy or young man between the ages of ten and twenty years was eligible to enter a 100-word essay. Prizes consisted of 20 tickets to the showing of "Dress Parade" and $50 in cash awards divided into a first, second and third prize and $1 each for the next ten best entries. Interest was sustained by a daily story in the Times one week prior to the showing of the picture.

At Cleveland, Ohio, the Palace Theatre tied up with the Plain Dealer in sponsoring an honor student party. This affair was founded on the idea of high grades and deportment required at West Point. The two boys and two girls from each high school in the city who had the highest grades in studies and deportment were invited to be members of the theatre party. All that was necessary was for those students who felt they had the highest grades to go to the principal, obtain a letter, and bring it to the theatre on the night of the affair.

Victor Talking Machine Co. Tie-Up for "Annie Laurie"

Special printed announcements were distributed by the Regent Theatre at Cedar Rapids, Iowa, for the showing of "Annie Laurie." A tie-up with the Victor Talking Machine Co. was arranged in which one of the music company's new machines was used at the theatre playing a new Annie Laurie record. This was also used as a prologue to the picture.

Special banners were used on all roads leading into the town and special posters used in the lobby display completed the campaign.

"Collegians" in Tie-Up With a Clothing Store

For "The Collegians," a Universal series of short subjects dealing with college life, the Regent Theatre, Cedar Rapids, Iowa, arranged a tie-up with a local clothing store in which the store ran newspaper ads on both Adler Collegian and George Lewis, featured player in the pictures.

The theatre furnished the merchant with cards announcing the film and the store filled their window with stills of Lewis.

This Stunt Brought In The Entire Population

Not all of the enterprising showmen of the country are on Broadway. There is for instance, Manager W. W. Jackson of the Palace Theatre, in Brady, Texas. The entire population of Brady, Texas, could probably be crowded into the Roxy Theatre. Manager Jackson crowded the biggest part of them into his theatre by an unusually enterprising stunt performed in connection with M-G-M News.

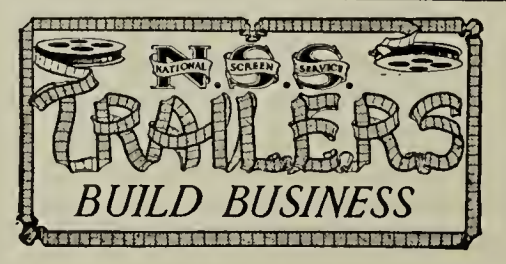
Brady is the center of the turkey industry of the universe. Each year its "Turkey Trot" just before Thanksgiving is a great event comparable with Atlantic City's bathing beauty parade and similar events. Recently Reed Haythorne, M-G-M News representative in San Antonio, went to Brady and made pictures of the "Turkey Trot." Manager Jackson was particularly anxious to show them in Brady the same night that they were made. Haythorne hurried back to San Antonio with his negative, developed it, made a print and shot it back to Brady by airplane. The same plane that brought the print to Brady carried 10,000 dodgers which read: "Palace Theatre — Tonight! M-G-M News presents the Brady Turkey Trot six hours after the pictures were taken. They will be shown on the screen at the Palace Theatre 7:15 p. m. tonight. You can't afford to miss it."

The pilot of the airplane circled the entire surrounding neighborhood several times, dropping the dodgers from the plane. The Brady Daily Sentinel tied up with the stunt and "led the paper" with the story of the Palace's achievement, carrying a seven-column "ribbon" across the first page. The entire country-wide turned out for the presentation of the M-G-M New reel and vigorously applauded the pictures of the Brady "Turkey Trot" shown for the first time and which were later to be shown in the leading theatres throughout the country.

Free Dinners for Poor in "Angel of Broadway" Stunt

A tie-up which brought joy to 40 poor families in Cleveland was devised by the News of that city, working with the 10th Street Theatre, in having a girl representing the "Angel of Broadway" deliver baskets of Thanksgiving dinners to a list supplied by the Salvation Army. Leatrice Joy plays a Salvation Army lass in "Angel of Broadway" and the idea jibed perfectly with the theme of the film. This same plan may be used on any day and is particularly suitable for use during the approaching Christmas and holiday season.

The theatre and the News jointly donated $100 for the purchase of chickens and foodstuffs. The News' "Angel of Broadway" went shopping with the money and all the stores cooperated in the effort by giving extra values to the charming shopper.



The LOBBY
---Display Window of your Theatre

By JACK BAKER

As has been stated in this column in previous issues, the lobby of your theatre is your show window where the wares that you have for sale are displayed. Newspaper advertising, exploitation tie-ups are all vital but all these are wasted if the old axiom of other commercial lines well displayed at the point of sale is half sold is not lived up to. In other words, use your lobby in clinching business just as the carpenter uses his tools to clinch the nail.

Now that all these units in the cycle are completed lets discuss for a while that intangible something that some exhibitors so often overlook. Webster defines this intangible something with the word "courtesy." However, that does not quite get over my idea in the final analysis. The exhibitor should constantly be striving to impress upon each and every person, beginning with the purchase of a ticket until he leaves at the end of the performance, that his patronage has been appreciated to the fullest extent.

Treat him in exactly the same manner as you would like to be treated. In other words apply the Golden Rule.

The quickest and most direct way to such an accomplishment is defined by Webster as courtesy and politeness. Exceptions are overruled in many cases where courtesy is overdone in a blase manner. A congenial smile, with a pleasant "Good Evening" and "Good Night" will mean more dollars for the box-office in the long run.

Profits are gold bonds when the act of courtesy is applied day in and day out. The public relish little details which may seem to you unimportant, but will nevertheless impress upon them that your house is a place where they are always welcome. What is more pleasing to a patron when he leaves your theatre to realize that he has been your guest instead of merely a customer. He will circularize by word of mouth the courtesy which you have extended to him.

He will know that you are endeavoring to the utmost to provide a really enjoyable evening.

Perhaps because it is the easiest accomplished, remember courtesy does not cost you anything, but pays big dividends.

The Film Daily

IS ALREADY

RECEIVING REQUESTS

For the

1928 Film Year Book

IT WILL BE OUT

In January

Covers Everything
Goes Everwhere

EQUIPMENT AND SUPPLIES

Edison Sees and Hears G. E. Kenophone Operate

The Kenophone, the sound movie device soon to be placed on the market by the General Electric company, was recently submitted to Thomas A. Edison for his critical opinion at West Orange, N. J. General Electric has been making quiet progress on this device, as evidenced by this test before Mr. Edison.

The famous inventor saw himself in motion pictures and at the same time heard the interview he broadcasted over the radio on October 21. Both the picture and the record of the voices of Mr. Edison and E. W. Rice, Jr., had been made upon the occasion of the broadcast. Mr. Edison, who is almost totally deaf, heard the record only with the aid of an extremely loud radio loud speaker into which he thrust his head.

The Radio Corporation of America, affiliated with the General Electric company, is handling the merchandising of the Kenophone.

Flasher at Moderate Price

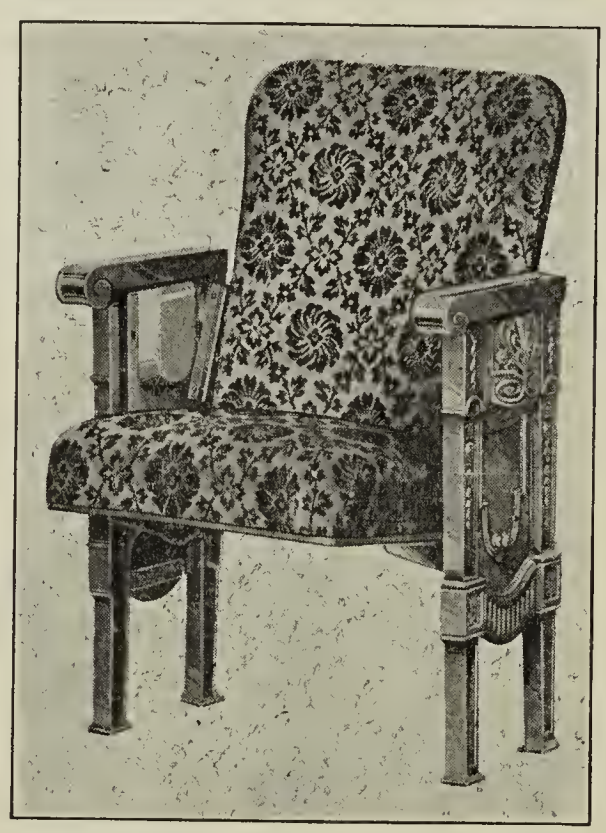
Announcement of a new dimmer flasher to be sold at a price within the reach of every exhibitor has been made by the Reynolds Electric company, of Chicago. The flasher can be used for dimming and controlling stage effects, electric signs, electric fountains, etc., and because of its compactness an be used in a small space and is portable.

The new instrument is made of Ward-Leonard dimmer-plates, which have 50 graduated steps that bring the light from full to cherry red and back to full with even variation. The plates are in three sizes, having capacities of 1,225, 1,400 or 1,700 watts.

Locks for Hubbell Sockets

The Ren Manufacturing Co. of Winchester, Mass., has announced that Ren Locks have been installed in moulded, composition weather-proof sockets. These locks may be obtained, the company states, in the new Hubbell No. 43310 and No. 60666 composition sock- etc. The Ren Lock is made in one style only, consisting of a coiled spring and a grooved ring. Likewise, there is only one punch for aplying the lock, which may be used interchangeably on brass and porcelain sockets and receptacles and on Hubbell weather-proof sockets.

Heywood-Wakefield Secures Contract For Forty Thousand Publix Chairs



The Publix Theatres Corporation has placed an order for 40,000 theatre chairs with the Heywood-Wakefield Company. The two chairs selected are almost totally different from anything produced before and possess the following features:

1. Genuine Armco, rust-resisting plate steel back and seat panel. These clean and sanitary steel panels cannot chip, crack, or peel. Consequently, there can be no rough or broken edges on the seat or back to cause injury, tear clothing, or interfere in cleaning. The steel panels also assure finer tailoring of the upholstery.
2. A new steel center standard so designed that it affords greater leg spread and reduces the "pull" on the floor fastenings.
3. A new concealed wing construction which increases rigidity, sitting depth and comfort.
4. A new, unbreakable, steel ball and roller bearing hinge which adjusts itself to wear.

Production on the 40,000 chairs has already started by Heywood-Wakefield. The chairs are to be used in all Publix houses constructed in the next eighteen months.

Soap Carving Craze Is Basis National Tie-Up

Snookums is being featured in a four-cornered tie-up backed by companies of such national importance that it is safe to predict that the baby star of the Stern Brothers Comedies will be displayed in windows in every town in the United States. The big four in this exploitation are none other than the Dennison Manufacturing company, the Woolworth Stores, Ivory Soap and Universal Pictures Corporation.

The subject of the tie-up is Ivory Soap carving done by Snookums in the Dennison way and merchandised through the Woolworth stores. Dennison has prepared special packages of patterns for soap carving, which consist of designs and instructions. The package, sold exclusively by Woolworth for ten cents, shows Snookums and his playmates of the Universal and Stern Brothers studios carving Ivory Soap in the Dennison way. Dennison has prepared a special process for coloring and preserving the soap which is now on sale through Woolworth. This package with Snookum's picture on it will be given counter and window displays in the thousands of Woolworth stores throughout the United States.

Candy News Features Stars

The Schutter Old Nick Candy News is now using Universal stars exclusively in its bi-monthly news. This service has a circulation of 75,00 to 100,000, so Vonceil Viking's picture exploiting her cross country trip and Ted Wells' Western Universals will appear in as many confectioners' windows when the News is released on December 1. The following issue will bear a picture of Ethlyne Clair.

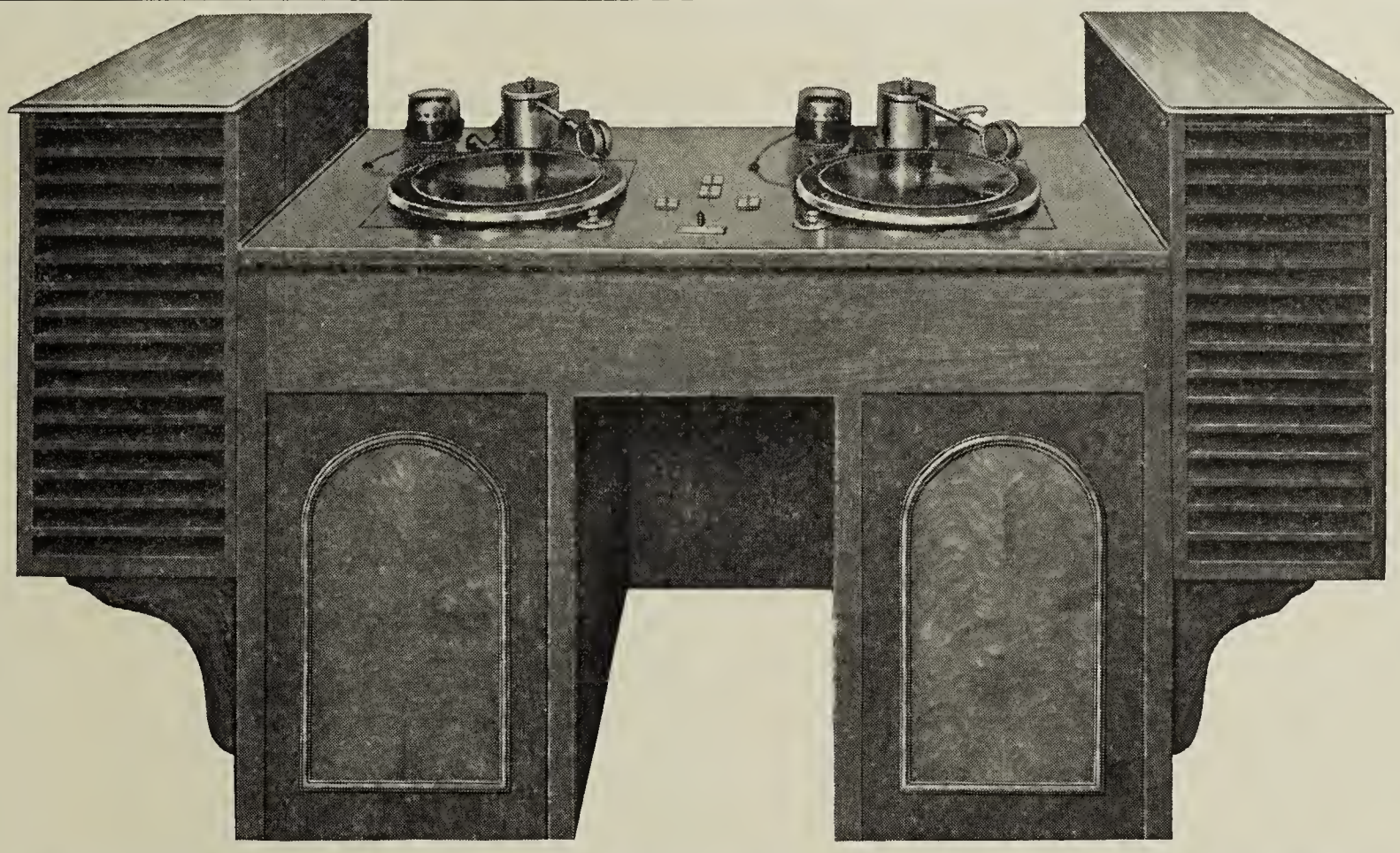
To Utilize Newsreels In Jewelers' Windows

Current shots from International Newsreel are to be used as the attraction getters in a far-reaching Deltah Pearl campaign starting January 1. L. Heller and Son, makers of Deltah Pearls, have contact with 5,000 retail jewelry stores throughout the United States. All these stores are to be furnished by the Heller company with handsome polychrome and gold frames for window displays.

Beginning the first of the year, Heller will publish a special weekly to be used in these frames. The weekly will contain advertising of Deltah Pearls and will be illustrated with shots of the current International Newsreel.

Acceding to Public Demand—*and then some!*

SYNCHROPHONE



A MARVELOUS REPRODUCING INSTRUMENT

that solves the music problem of the small theatre—and puts its musical accompaniment on a par with that of the largest theatres in the country.

Cues pictures perfectly and beautifully with the finest of music—affords musical programs between pictures—simple in operation—extremely low in initial and upkeep cost.

WRITE—WIRE—PHONE FOR COMPLETE INFORMATION

DEALERS WANTED: We have a very attractive proposition to offer on State Rights distribution. **ACT AT ONCE.**

The SYNCHROPHONE CO.

1818 Wyandotte Street

KANSAS CITY, MO.

BOX-OFFICE REPORTS

FBO

Galloping Thunder, Bob Custer. — Compares favorably with most westerns now being produced. Westerns are of such excellent calibre now that it is difficult to properly appraise them.—Bert Silver, Silver Family, Greenville, Mich.

The Fighting Hombre, Bob Custer.—Most western fans liked this one, although it was not up to Custer's standard. Ran the picture two nights, but houses were small. Came out a little ahead.—W. C. Snyder, Cozy, Lamont, Okla.

Laddie. — Interest in this one increases toward the end. A very good picture.—William O. Oglesby, Lyric, Galatia, Ill.

The Outlaw Dog, Ranger. — This group of pictures has been excellent so far and hope they will keep it up. Ran this one two nights and did very well. Consider it a better-than-average program picture and my patrons liked it.—W. C. Snyder, Cozy, Lamont, Okla.

Laddie, John Bowers.—An excellent adaptation of the Gene Straton Porter novel. All the Porter novels are good and the screen versions meet with much favor. A very clean picture.—M. W. Hughes, Colonial, Astoria, Ill.

FIRST NATIONAL

White Pants Willie, Johnny Hines.—Had a capacity house playing it on our bargain night. Kept the audience in a continuous uproar.—M. W. Hughes, Colonial, Austoria, Ill.

Naughty But Nice, Colleen Moore.—Price was a little high for this town, but Colleen has been good in every picture. This one pleased very well.—M. W. Hughes, Colonial, Astoria, Ill.

Smile, Brother, Smile, Jack Mulhall. —An excellent picture, but had a small house. Would have done better had it ran another night.—W. J. Powell, Lonet, Wellington, Ohio.

METRO - GOLDWYN

Tin Hats.—Patrons liked this one and we did a good business. Another one of M-G-M's excellent feature comedies. —W. C. Geer, Princess, Vermont, Ill.

Annie Laurie, Lillian Gish.—Did a good business and picture was well received.—Russell Armentrout, K. P., Pittsfield, Ill.

Annie Laurie, Lillian Gish—Although I saw this picture before I enjoyed it a second time and my patrons liked it, but it did not draw very well.—W. J. Powell, Lonet, Wellington, Ohio.

PARAMOUNT

Quicksands, Richard Dix.—Just a fair picture.—C. N. White, Community, Laurelville, Ohio.

The Rough Riders, Star Cast.—This picture should please all types of theatre goers.—D. F. Davis, Crystal, Silver Creek, Neb.

Beau Geste, Star Cast. — Western fans did not appreciate it very well, but it is a wonderful picture for those that could understand this sort of film. —D. F. Davis, Crystal, Silver Creek, Neb.

Nevada, Star Cast.—Very good screen version of the Zane Grey story. Attracted good business and pleased well. This is one of the best small town specials on this seaon' contract.—E. M. Biddle, Strand, Paoli, Ind.

Knockout Riley, Richard Dix.—This picture satisfied our patrons, although some of the women stayed away without cause.—D. F. Davis, Crystal, Silver Creek, Neb.

Blind Alleys, Thomas Meighan.—A better vehicle than many recent Meighan films, but he is not as popular as he was several years ago.—D. F. Davis, Crystal, Silver Creek, Neb.

Stranded in Paris, Bebe Daniels.—Just a fair program picture. Bebe seemed to be giving an imitation of Mabel Normand, which was foolish on her part. The plot seemed rather silly. Didn't hear any comments from our patrons.—Clarence E. Hopkins, Hopkins, Cotter, Ark.

Forlorn River, Jack Holt.—Best western we have ever played. It will really draw.— Merlett Skinner, Liberty, Judith Gap, Mont.

UNIVERSAL

Prowlers of the Night.—This picture is rotten. The average audience will not like this artificial western.—William O. Oglesby, Lyric, Galatia, Ill.

Held by the Law.—An excellent picture and it was well liked. Leona Conner, Columbia, Milton, Ia.

EXHIBITORS—
Send in your
Exploitation Stunts.

THE CLEARING HOUSE

Sells Theatres, used and Miscellaneous Articles **Buys**

Eight cents per word, payable in advance. No advertisements accepted for less than $1.00

EQUIPMENT FOR SALE

1000 Photoplayer Rolls For Sale at 5c each, f.o.b. Ada. Check with order. Many good as new. No order less than 100. Order quick. Also Wurlitzer A-Flute for sale cheap. American, Ada, Oklahoma. 12-10-P1t

Satisfaction guaranteed. Rebuilt Powers-Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE—Photo player, $650. Also Cremona pipe organ, $600. 321 Securities Bldg., Des Moines, Ia. Ctf

FOR SALE—Deluxe Motiograph projector 1-A model. Good condition. Large magazines. J. B. Carter, Browning, Mo. P1t

EQUIPMENT WANTED

WANTED—Five hundred second hand opera chairs, screen. Chas. E. Souther, 1012 Studer Ave., Columbus, Ohio P1t-12-10

WANTED—Two Mazda lamp house equipment, also 350 second hand chairs. Glen Gardner, Stanton, Mich. P1t-12-10

THEATRE CHAIRS

FOR SALE—750 used theatre chairs mahogany finish, good condition, two Powers machines 6A and 6B, motor drives, type E lamphouses good condition 12 by 14 Gardener screen in excellent condition.—J. C. S. care Movie Age Omaha, Nebr.

THEATRES FOR SALE

THEATRE FOR SALE in Western Oklahoma. Seats 200; fully equipped; city of one thousand; bargain if taken at once. Write Box E. H., Exhibitors Tribune, Liberty Theatre Bldg., Oklahoma City, Okla.

FOR SALE OR LEASE—Modern 350 seat theatre. Town 1000. 1500 to draw. Bargain. Regent Theatre, Centerville, Mich. P4t-12-31

FOR SALE—Movie theatre; Sunday town of 1,200 in southwestern Michigan; must sell on account of sickness; deal with owner. Address Theatre, Marcellus, Mich. P3t

Attractive Programs Increase Business

(Size 4⅛"x6⅛" when Folded)

SO STRIKINGLY unusual and artistically beautiful are these programs that your patrons will eagerly look forward to receiving them. And they won't go to the waste basket. They'll be kept, read and referred to. Your advertising will receive the maximum of results and your patronage will be increased.

4-Page Miniature Magazine Program

A little leaflet containing the latest current movie gossip, illustrated and neatly gotten up. The star photograph is changed each week and so are the contents.

Exhibitors who have used "Screen Topics" in the past have found this little magazine to be very popular with their patrons. Every theatregoer likes picture news and "Screen Topics" gives it in briefly told, neat, dressy and interesting style.

The back page is left blank for the printing of your program.

$2.75 per 1000 (Including Postage)

$1.85 for 500

Special Price on Request for 5000 or more

Order a Sample Thousand and Test Them Out

A-P Printing Company

225 West 8th Street Kansas City, Mo.

COMING!

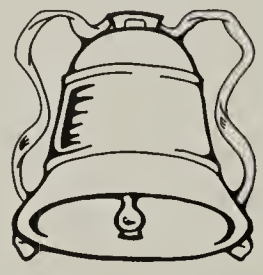
Advertisers—

Reserve Space
now— forms
close Monday
December 19

Our Annual

HOLIDAY NUMBER

Chockfull of Special Features And Articles Of Exceptional Interest. . . . .



Send a Christmas message to your friends in the industry through a card in this issue

Write for rates or mail copy to

Movie Age

414 South 13 St., Omaha, Nebr.

MOVIE AGE

Volume VI — OMAHA, NEBR., DECEMBER 17, 1927 — Number 4

"IT'S ATTRACTIONS LIKE THIS THAT MAKE THE EXHIBITION END WORTH-WHILE—"

A Business Magazine
for the Film Trade in Iowa and Nebraska

The Folly of Fools!

(No. 561.—Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Pictures Corporation.)

ARE SOME EXHIBITORS FOOLS?

MY ENTIRE CAREER HAS BEEN BUILT ON THE BELIEF THAT EXHIBItors are intelligent business men, desiring sound merchandise, delivered to them on a legitimate merchandising basis

I'VE NEVER HAD MY CONFIDENCE SHAKEN. UNTIL NOW.

EVERY NOW AND THEN ONE OF MY ASSOCIATES COMES TO ME with a clipping showing that some exhibitor has foisted on his patrons a print of the old junk "Uncle Tom's Cabin."

ALL OF WHICH WOULD INDICATE THAT AT LEAST SOME—"SOME" I said—SOME EXHIBITORS *ARE* FOOLS!

HOW UNDER THE SUN ANY MAN WITH A SINGLE DIME INVESTED in the brick and mortar of a theater or even a store room could tamper with that investment by showing one of these prints is beyond me!

THIRTEEN AND FOURTEEN YEARS OLD THEY ARE! THINK OF IT! And think of the agony of having to sit through one of these pictures yourself, let alone having the infernal gall—or idiocy—to collect money from the public for the crime!

WHY IT IS ONLY TWO MONTHS AGO THAT ONE EXHIBITOR WRITing in the Reports Department of Exhibitors Herald about one of these old prints said:

"DON'T SHOW THIS PIECE OF JUNK IF YOU WANT TO KEEP YOUR HOUSE OPEN!"

TOO BAD HE LEARNED IT *AFTER* THE DAMAGE.

TOO BAD SOME OTHER EXHIBITORS ARE ONLY LEARNING IT *AFTER* they slink down the alley to dodge their wrathy patrons.

BUT MAYBE IT ISN'T TOO BAD.

"NOBODY IS TWICE A FOOL," SAYS THE OLD PROVERB. AT LEAST these fellows have learned their lesson And others, too, may profit by the warning.

MEANWHILE UNIVERSAL'S *NINETEEN-TWENTY-SEVEN PRODUCTION.* of "Uncle Tom's Cabin"—staged at a cost of close to two million—hailed by the critics —sensationally successful on Broadway—such a masterpiece will not be hurt by junk prints of old pictures, but the exhibitors who run such junk surely must suffer!

MY INVESTMENT IS IN THE AMERICAN PUBLIC. PRETTY SOLID security.

EDITORIAL

THE writer recently visited a neighborhood picture show, that was a regular 15-cent house, to witness the example of the showing of a special production that its producers demanded be shown at 50 cents for adults and 25 cents for children. The exhibitor expected to do a big business, but, in order to justify such a large admission increase, put on a 10-piece orchestra and then billed the picture like a circus. It played for three days and was a decided flop. Furthermore, it hurt attendance at the house for the balance of the week, for those patrons who did come to see it, used up three night's show money and the price of a sack of popcorn to boot.

The picture was "What Price Glory?" an excellent production, but it isn't worth fifty cents in a 15-cent house. The exhibitor in this case told us that he would have been better off to have paid for the picture and have left it on the shelf.

* * *

THE following item was seen this week in two different newspapers.

HE: "Let's go to the movies tonight."

SHE: "You know I don't care for vaudeville."

In one paper the joke was credited to a college publication. And in the other it was given as being overheard on Broadway.

This should be significant proof that the public, and not just a few "observers" within the industry, is wearying of the presentation policy of first-run houses that has submerged pictures into "fillers" on vaudeville programs —and poor fillers at that.

While a couple of the national film trade journals are commencing to awaken to the need for going "back to the movies" and taking for themselves credit for their alertness to discover what's wrong with the business, this writer wishes to make it known that he was the first—or let us be more modest and say among the first—to urge "pictures for picture theatres" about three years ago.

The little joke that is quoted above and which was a reprint in one paper from another, will undoubtedly be given wide circulation. When the public commences to notice the lack of picture entertainment in picture theatres, then it is high time for theatre owners to get busy and renew public interest in motion pictures by playing good ones and featuring them. And it's up to the producer—owner of theatres, who is largely to blame for the "presentation rot" to cut it out and give more time and attention to the making of good pictures. It's bad business to let patrons slip away, for once they do, they're awfully hard to wean back.

* * *

A FEW short weeks ago Tiffany announced the addition to their organization of John M. Stahl as production chief. With or without promises it was evident that Tiffany's already good product would be greatly improved. Already Tiffany-Stahl is delivering the goods, viz: "Wild Geese," from the well-known novel by Martha Ostenso, played to excellent business at the Roxy in New York last week. And the picture is "there" from many angles.

More power to you, Tiffany-Stahl!

MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St.
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MADELINE GRAHL Des Moines Rep.

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WHO'S WHO IN LOCAL FILM CIRCLES

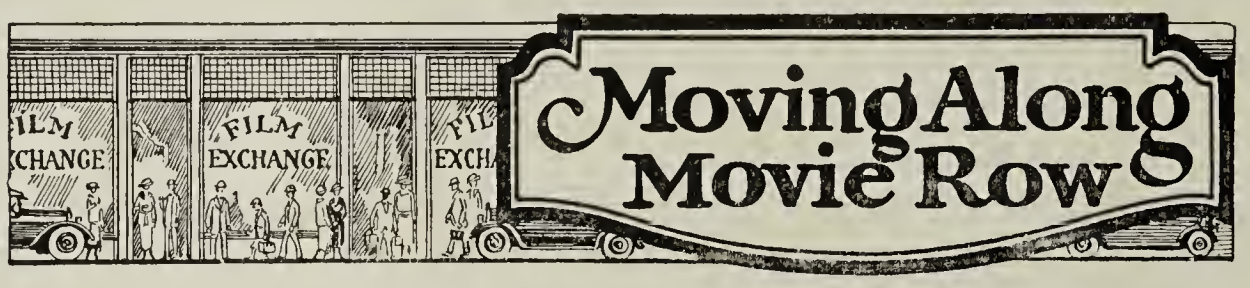
H. F. Lefholtz

Harry Lefholtz, manager of Renown Pictures, distributors of Tiffany-Stahl Productions at Omaha, started his career in the movies about 13 years ago, selling for Universal. His ability as a salesman soon won for him a promotion to assistant manager. After filling that position for a while he was raised to manager, in which capacity he acted for seven years, ending his services there in 1927.

For a few months Mr. Lefholtz was connected with Liberty Films, selling and working at the office. After several weeks he started to work for Tiffany before the Renown office was opened. In August, 1927, upon the opening of the Omaha branch Harry was given the place of manager, where he has been since.

Mr. Lefholtz is a most considerate and thoughtful employer, always appreciative of the efforts of his employees, lending words of encouragement to everyone. He runs a close race with any other film man for number of friends, both among exhibitors and exchange men. He enjoys the friendship of the exchange men on account of his straight forward dealing with his competitors, and the trust and faith of the exhibitors because of his clean cut tactics.

Outside of the film business his family is his only hobby. Those who were at the exhibitors' banquet will remember his three pretty daughters who entertained with songs.



M. A. Bud, of the Armory Theatre at Clarinda, Ia., called on the exchanges last Saturday.

* * *

Many salesmen encountered difficulties out in the territory when the blizbard struck. The zero weather went hard on the boys who had to drive back into Omaha for the week end, especially when they weren't prepared for such an outburst from the elements.

* * *

H. A. Felps of the Comet Theatre at Sehldon, Nebr., is slowly improving after a serious illness.

* * *

Mayer Monsky appeared at his office last Saturday in a new derby.

* * *

Brooks Tilsworth, who for the past few months has been operating the Villisca Theatre at Villisca, Ia., has gone back to selling film. This time he is with Fox.

* * *

Mrs. Nightengale of the Fox staff has been taken to the hospital. This is especially regretted among the bowlers as Mrs. Nightengale is a 100-average bowler.

* * *

M. Freed, exhibitor from Pender, Nebr., visited the exchanges last Saturday.

* * *

O. H. Records of the Empress Theatre at Deshler, Nebr., has purchased a new Roth Motor Generator set and 2 Preddy reflector Arc Lamps from the Quality Theatre Supply Co.

* * *

During December Dan Cupid will take two in the First National office. The first will be Izzie Weimer, salesman, who will be married on December 18 to Miss Lillian Lipp. Leon Mendelson will be married on Christmas day to Miss Ann Finkel.

* * *

H. N. Davies, of the Frasier and Solon Theatres at Spencer, Ia., called along Movie Row last week.

* * *

Joe White of Columbia Pictures returned from Chicago Monday from a three-day sales conference with Joe Brandt, president, and Jack Cohen, treasurer, and several other representatives from the middle west Columbia offices. Mr. White was very much enthused over the bright prospects after his talk with Brandt and Cohen.

* * *

The other night Mr. Strickland of Renown Pictures volunteered to taxi Mr. Lefholtz and Mrs. Johnson home from work in his Ford. At Twentieth and Dodge the "Henry" stopped and flames shot up from all sides. Lefholtz reached for the knob of the door, but Mrs. Johnson was pushing him so hard that when the door gave the two piled out head first in the snow. Strickland slipped out the other door, getting the side of his face singed. The car survived without any serious injuries.

* * *

H. Dubois, New York representative for Columbia Pictures, will prolong his stay in Omaha until after the holidays.

* * *

A. A. Johnson of Walnut, Ia., visited the exchanges last Monday.

* * *

Mr. Shoemaker has taken over the Isis Theatre at Sterling, Nebr., from F. M. Honey.

EXHIBITORS—
Send in your
Exploitation Stunts.

The RIGHT Picture

At the RIGHT Time

CHARLIE CHAPLIN IN "SUNNYSIDE"

(*Re-issue*)

RELEASED DEC. 25th
WITH NEW PRINTS AND ACCESSORIES

Pathé

1508 Davenport St. Omaha, Nebr., Albert Danke, Mgr.
1003½ High St. Des Moines, Iowa L. L. Phillips, Mgr.

Harron Signs Long Term Tiffany-Stahl Contract

Johnny Harron has been signed by Tiffany-Stahl to a long term contract and he is to be cast immediately in a big production now under way.

Harron has appeared in two Tiffany-Stahl productions, "Night Life" and Forever," and it was through his work in the former that the officials of Tiffany-Stahl decided to place this more than promising young actor in important roles.

Engel Heads Caddo Studios In Hollywood, Vice Bennett

Joseph W. Engel has arrived in Hollywood to take charge of the business and production departments of Caddo Productions, the new United Artists unit.

Engel succeeds Whitman Bennett, who has been acting as production maneger for the Caddo company. Bennett, because of the pressure of personal affairs and other interests in the East, has gone to New York.

Engel is well known in movie circles on both coasts, and came from the Fox organization in New York, where he was manager of production in the Eastern plant, which has closed down. He was formerly vice-president and general manager of the old Metro company, and has held a number of high executive positions with various producing companies.

Coming--

Our Big Annual
HOLIDAY NUMBER

Containing Special Features and
Articles of Exceptional Interest

Send a Christmas message to your friends in the industry through a card in this issue.

Write for rates or mail your copy to

MOVIE AGE

414 South 13th St., Omaha, Nebr.

Extensive Economy Program Reported Due After January 1

Return of Motion Picture Executives From West Coast Expected to Result in Considerable Reduction in Production Costs.

With the return from the West Coast of heads of a large number of film producing companies, it is reported in New York a number of drastic changes will be made in their financial policies, especially in the reduction of production costs.

The anticipated new policy, it is understood, will be drafted in New York about Christmas time and will become effective at the first of the year. Most of the film executives who have been attending the group meetings in California either have returnd to New York or are on their way East.

In the extension of economies, the following plans are said to have been discused and partially agreed upon:

Limitation of costs on program pictures, with a maximum amount set.

Engagement of stars on a profit-sharing basis, their pictures to be limited to two each year.

Encouragement of new stars and new faces.

Elimination of weekly salaries to directors, payment to be made on a picture-to-picture basis.

Limitation of presentation costs in theatres.

Reduction of distribution overhead, through the elimination of superfluous executives and employees.

Emphasis upon brand names and titles, rather than the names of the stars.

It also is reported that some agreement may be reached on construction activities on chain theatres, as a safeguard against overseating.

M-G-M Has Seven Films Among James' 25 Best

Metro-Goldwyn-Mayer has established a record, during the past three years, in the number of its films to win special mention in surveys of the year's product.

With the selection by Arthur James in "Motion Pictures Today" of the 25 best films for 1927 M-G-M again tops the various companies represented in the grouping, with seven pictures, or almost one-third of the pick of the year's product.

The M-G-M films which are given places by Mr. James in this list are: "The Big Parade," "Ben Hur," "The Fire Brigade,'" "Slide, Kelly, Slide," "Quality Street," "Flesh and the Devil," and "Tell It to the Marines."

"The Circus" in January

Charlie Chaplin in "The Circus" comes to the Mark Strand, New York, on January 14.

Written, directed, produced and acted in its chief role by Mr. Chaplin, "The Circus" is finished, cut and titled. The master print has not yet arrived in New York.

It took Charlie Chaplin two years to make "The Circus"; it takes one hour to view it.

First National Winter Schedule Well Under Way

First National is now busy in an active winter schedule which will continue till far into the spring.

One film soon to be started is the Colleen Moore-George Fitzmaurice production "Lilac Time," from the Jane Cowl stage play of that name. Adela Rogers St. Johns, the novelist, and Willie Goldbeck, scenarist, prepared the continuity from the play which Miss Cowl wrote in collaboration with Jane Murfin.

"The Noose" is nearing the cutting room and this new Richard Barthelmess film offers a characterization novel in its conception. John Francis Dillon directed this pictuarization of the sensational Willard Mack and H. H. Van Loan stage play. Lina Basquette, the dancer, is the leading woman.

Robert Kane's new picture, "The Whip Woman," is said to set new standards in entertainment values. It has as featured players Estelle Taylor, Antonio Moreno and Lowell Sherman. The scenes are laid in Hungary.

Mary Astor and Lloyd Hughes have completed "Sailors' Wives," a film version of the Warner Fabian novel of social activities.

Dorothy Mackaill and Jack Mulhall are still engaged upon the Edward Small picture, "Ladies' Night." Harry Langdon will soon finish work on "The Chaser," said to be one of his most original comedies.

With 23 Productions Under Way, Paramount Studio Is Establishing New Record

A record for motion picture production is being established in the studio of Paramount in Hollywood. There fourteen pictures are simultaneously in the various stages of production and nine are being made ready for filming after the first of the year.

The pictures now being made include: "Abie's Irish Rose" which Anne Nichols, author of the famous play, is supervising; "The Last Command," starring Emil Jannings; Erich von Starheim's picture "The Wedding March," which is being assembled for release, and "The Legion of the Condemned," companion picture to "Wings." Another big special is "Gentlemen Prefer Blondes," which was directed by Malcolm St. Clair under advisory guidance of Anita Loos, the author.

Production has just started on the first Paramount picture to star George Bancroft, following "Underworld." Others being made are: "The Traveling Salesman," starring Richard Dix; "Feel My Pulse," starring Bebe Daniels; "Doomsday," the Warwick Deeping story starring Florence Vidor, and a new Esther Ralston starring picture with Lane Chandler, a newcomer, opposite her.

Pictures being prepared for release, all camera work having been completed on them, are: "Beau Sabreur," companion picture to "Beau Geste"; "Two Flaming Youths," a co-starring W. C. Fields and Chester Conklin; "The Secret Hour," starring Pola Negri; "Under the Tonto Rim," a Zane Grey western with Mary Brian and Richard Arlen and a new Wallace Beery-Raymond Hatton comedy not yet titled.

The pictures being prepared for filming after the first of the year include "Red Hair," an Elinor Glyn story to star Clara Bow, a starring vahicle for Adolphe Menjou, a new comedy-melodrama for Beery and Hatton, an Esther Ralston picture "Devil-May-Care," a new untitled starring picture for Pola Negri; "Quick Lunch," a comedy for W. C. Fields and Chester Conklin; an underworld picture, "Nightstick," to star George Bancroft, and an Ernst Lubitsch picture to star Emil Jannings, "The Patriot."

Three other big values are being made for Paramount release. These are: "Speedy," starring Harold Lloyd; "Tillie's Punctured Romance," the Christie comedy starring W. C. Fields, Chester Conklin and Louise Fazenda, and "the Pioneer Scout," starring Fred Thomson.

Joe Brandt, Head Columbia Pictures, Explains the Boycott of American Films

"American producers of motion pictures have themselves to blame for a great deal of the drastic legislation that is now being enacted in various countries of Europe to hamper and limit the showing of American-made pictures."

This, in essence, is the reaction of Joe Brandt, president of Columbia Pictures corporation, who has just returned to New York after a three months' business trip that took him to the principal cities of England and Europe in the interests of his company. Mr. Brandt's survey took him into England, France, Holland, Belgium, Germany, Austria, Hungary and Czecho-Slovakia.

"The political situation in Europe, so far as the motion picture industry is concerned, is in a critical stage," said Mr. Brandt. "I am convinced that if American producers in the past had given a little more consideration to the interests of foreign producers, much of the adverse sentiment manifest in relation to American pictures today would be non-existent. It is preposterous for our producers to labor under the delusion that they can go on disregarding these foreign interests and continue to have things their own way for any great length of time.

"Just before I left England," continued Mr. Brandt, "the English quota bill, as it is known in this country, came up for final reading. Probably the most far-reaching and revolutionary of the many drastic measures in the English bill are the elimination of block booking and the outlawing of all contracts which extend over a period of one year.

"The same legislative activity that characterizes England is true more or less of other countries in Europe. The recent publication of the new quota law for Germany is another definite indication of the tightening of the lines against American pictures. The controlling interests of the UFA, just before I left Europe, were contemplating an amalgamation with Phoebus and Emelka, other large producers and owners of motion picture theatres. This combine has decided upon a policy through which it will not only control the major part of the producing interests of Germany, but the theatre interests as well. This, in my opinion, is a definite move to try to block the attempt made by some American distributors to acquire control of German theatres, and thereby bring in American pictures.

"It surprised me to note that in spite of the fact that Germany a short time ago was the enemy of France and England, today pictures made by German producers are most acceptable in both France and England. I have seen German pictures upon the screens of the best houses in both England and France.

"In my opinion, the only way in which to circumvent the definite move to crowd American pictures off foreign screens, is for American interests to undertake the distribution of some of the best of the foreign-made pictures in the United States. This will have the effect of encouraging foreign producers and distributors, and cause them to feel that the tremendous amount of money which the American producer and distributor takes out of the foreign field is in a measure replaced by some of the money which the foreign-made pictures will earn in America.

While abroad, Mr. Brandt arranged to have Frederick Shoniger, who formerly represented FBO and Warner Brothers in Europe, act as exclusive foreign representative for Columbia Pictures.

Schneck Says Big Houses And Stage Shows Fatal

Calling 5,000-seat theatres "absolute detriments to the picture business" and stating that "any showman who offers as the main feature of his bill anything but a feature picture is striking at the vitals of our industry," Joseph M. Schenck, president of United Artists, has forwarded his 1928 film forecast to the Film Daily Year Book. Mr. Schneck said, in part:

"The feature picture is responsible for provision of the necessary money to build palatial theatres. In my opinion, faith has not been kept with the public, as they turn these theatres into vaudeville houses.

"Just as soon as the balance sheet of these theatres is in red, and they have to stop paying dividends, the stockholders will voice their sentiments."

Mr. Schenck, whose United Artists Theatre Circuit has a sharing interest with Publix theatres in the Rivoli and Rialto, New York, both 2,000 seat theatres, gave it as his opinion that the smaller theatre is the hope of the motion picture producer.

Adventurous Camerman to Represent Kinograms As Manager in the Orient

Announcement of an unusual tie-up for foreign service was made last week from the office of Kinograms, Educational's news reel, which has been strengthening its facilities in the far corners of the world throughout the last two years.

The latest development is the acquisition of the services of Donald C. Thompson, famous war correspondent and photographer, and considered by many to be the world's greatest all-around motion picture cameraman. Mr. Thompson has signed a long term contract to take charge of Kinograms work in the Orient, where he is to reorganize the staff and build it up to assure Kinograms subscribers of complete coverage in this part of the world.

With his own headquarters in Shanghai, China, Mr. Thompson will also establish camera centers in other important Chinese cities, in Japan, the Philippines and Siam, and in other Oriental locations. As soon as the reorganized Oriental staff is fully established, Mr. Thompson, accompanied by his wife, who has been his constant companion on his adventurous trips ever since their marriage, will make an expedition into the most remote parts of East India and then into Africa, with Kinograms holding exclusive rights to all news pictures taken on the trip.

Mr. Thompson has just recently completed an expedition through Asia on which he made some of the most remarkable motion pictures that have ever come from any part of the world. His feature news pictures for Kinograms include many revelations of Oriental life and customs that have never before been shown in motion pictures. These unique special news pictures will be shown in Kinograms at intervals during the near future, the first feature appearing within the next few weeks.

Some of the most unusual pictures of this group were made in the little known country of Siam, while most of the others came from China.

Mr. Thompson has been seventeen times around the world. He has filmed people and places that never before had been recorded by the camera. As war photographer for Leslie's Weekly, he sacrificed his left eye in the trenches at Dixmunde while taking pictures of actual world war scenes.

Columbia Signs Lois Wilson

Lois Wilson has added her name this week to the roster of stars now under contract to Columbia Pictures.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING DECEMBER 10

MOON

Painted Ponies, (Universal), Hoot Gibson.

BUSINESS: Fine.

AUDIENCE REACTION: Always like Gibson.

SUMMARY: Gibson has the role of champion cowboy of the north who falls in love with the girl who runs a merry-go-round to support her invalid father.

ENTERTAINMENT MERITS: 95 per cent.

RIVIERA

Gay Defender (Paramount), Richard Dix.

BUSINESS: Very good.

AUDIENCE REACTION: Well pleased.

SUMMARY: Dix has the role of Murietta, early California's most desperate bandit, in the melodramatic romance of the rancho in which the daughter of the United States commissioner figures.

ENTERTAINMENT MERITS: 85 per cent.

ORPHEUM

The Cheer Leader, (Gotham), Ralph Graves and Getrtdude Olmstead.

BUSINESS: Fair.

AUDIENCE REACTION: Liked it.

SUMMARY: Two college pals, both trying to make the team, incur the jealousy of the college hero who proceeds to make it disagreeable for them.

ENTERTAINMENT MERITS: 80 per cent.

SUN

After Midnight, (M-G-M), Norma Shearer, Lawrence Gray.

BUSINESS: Very good.

AUDIENCE REACTION: Very well pleased.

SUMMARY: The story of a cigarette girl who struggles with poverty. The story is dramatically human, beginning with poverty and ending with poverty, giving the tinsel and glitter of the night clubs.

ENTERTAINMENT MERITS: 90 per cent.

RIALTO

Sorrell and Son, (United Artists)), H. B. Warner, Nils Asther, Anna Q. Nillson.

BUSINESS: Excellent.

AUDIENCE REACTION: Exceptionally well pleased.

SUMMARY: Taken from the famous novel by Warwick Deeping. An absorbing and dramatic drama of father love. He failed in some things but succeeded as a father.

ENTERTAINMENT MERITS: 95 per cent.

WORLD

Silk Stockings, (Universal), Laura La Plante.

BUSINESS: Fair.

AUDIENCE REACTION: Fair.

SUMMARY: A story of a young married couple who are always having petty quarrels. Many gay moments and lots of good comedy.

ENTERTAINMENT MERITS: 85 per cent.

Strikes and Spares

O-M-A-H-A

"FILM INDUSTRIAL LEAGUE"

	Won	Lost
M-G-M	23	10
First Natl. United Artist	19	14
FBO. Warner—Liberty	18	15
Paramount	17	16
Pathe	14	19
Universal-Blizzards	10	23

High Three Game Total

F.B.O. Warner—Liberty 2520

High Single Game Total

Paramount 899

INDIVIDUAL AVERAGES

Comer	188	Fletcher	151
Gorham	181	Pomy	150
Hensler	177	Nightingale	150
Cross	171	Fangman	150
Morrison	161	Connors	146
Doherty	160	Booth	146
Weitz	159	Harms	143
Bierman	158	M. Monsky	142
Danke	157	Strickland	138
Williams	156	Van Dollan	137
Fridell	154	Branson	137
Stolte	154	Malchaw	133
P. Monsky	153	Trent	132
Howell	153	McCool	131
Faulds	152	Diamond	130
McLucas	151	Nedley	129
Mendelson	151	Fischer	127
Fletcher	151	Okum	120
		Anderson	118

High Three Game Total

Comer 6 1

Hight Single Game Total

Harms 239

The Paramount bowlers challenged the five Francisco women bowlers to a game last Sunday at the Francisco alleys. Threre's no wonder the Paramount men came out ahead by 101 pins, after borrowing Comer from the Warner team to add to a lineup with Eckert, Barker, Phillips and Weitz. The ladies were Mrs. Eckert, Mrs. Stevenson, and the Misses Thompson, Huff and Strelander. Mrs. Stevenson was high for first game with 177. Barker was low for the last game with 112. He made all sorts of excuses, but none of them went over very big.

CURRENT RELEASES

Week of December 16, 1927

EDUCATIONAL

Papa's Boy, Lloyd Hamilton, (2).
It's Me, Monty Collins, (1).

FBO

Aflame in the Sky, Star Cast, (6).
Mickey's Parade, (2).
Newslaff, No. 9, (1).

FIRST NATIONAL

Valley of the Giants, Milton Sills, (7).

FOX

Silk Legs, Star Cast, (7).
Love is Blonde, (2).

METRO-GOLDWYN

Dog Heaven, Our Gang, (2).
The Lion Hunt, Oddity, (1).
Love Lorn, (7).

PARAMOUNT

Dizzy Sights, Billy Dooley, (2).
Ko Ko, the Kid, (1).

PATHE

Masked Menace, No. 7, (2).
The Boy Friend, Aesop Fables, (1).
Almost Human, Vera Reynolds, (7).
Desert of the Lost, Wally Wales, (5).
Flaming Fathers, Max Davidson, (2).
Exploring England, Will Rogers, (1).

UNIVERSAL

A Hero for a Night, Glen Tryon, (6).
Desert Dust, Ted Wells, (5).
A Rattling Good Time, Ben Hall, (1).
Splashing Through, Collegians, (2).
There's a Will, Mike and Ike, (2).
The Racing Wizard, Newton House, (2).

SHORT SUBJECTS

A Department in This Trade Paper Acquainting You With the Little Features That Are an Important Part of Your Every Program

South Dakotans Buy Two Theatres at Atlantic, Ia.

W. I. Miller, Iowa theatre broker, consummated the transfer of two theatres at Atlantic, Ia., last week to new owners. The two theatres at Atlantic are the Strand and the Atlantic, formerly owned by B. Pierce. The new owners are O. C. Johnston, of Yankton, S. D., and H. S. Waldorf of Chamberlain, S. D. Mr. Waldorf was formerly an exhibitor at Etherville, Ia. Mr. Johnston has been in the theatre business in Yankton for several years.

In taking over the ownership of the Strand and Atlantic on December 4, the partners took complete control of the theatre business in Atlantic. They have two fine theatres, the Strand having a seating capacity of 500 and the Atlantic 630. Mr. Pierce, who is leaving Atlantic to spend the winter in Miami, Fla., was very reluctant to leave the theatre business but a nervous breakdown makes it imperative that he should temporarily retire from the game.

After a winter in the south and six months in northern Minnesota, Mr. Pierce expects to be fully recovered, at which time he plans to return to Iowa territory as an exhibitor.

BRIGHT BITS *and* NEWSY NOTES

Alice Gannon, biller of the Universal office, is planning to take in all the sights in Chicago during the New Years festivities.

* * *

The Orpheum Theatre at Ottumwa, which was owned by Mr. Millisack, is now under the management of Sorokin & Sosna.

* * *

Gene Melone held high score of the Universal team last week with a bowling total of 246. Universal last week won three games against Paramount, which gives them a high place. Pathe, which held first place for quite a run, is now in second place, while First National is in third.

The Francis-Orpheum Theatre at Sioux City has purchased a new electric sign which will soon add to the appearance of the white way there.

* * *

Motion pictures will be shown at Harper, Ia., under the direction of Rev. F. Schaeffers, who has purchased a new projection machine and will show at the town hall.

* * *

Paul Spor is the new personality man at the Capitol Theatre, having charge of the stage band and the Publix show. Hhe comes from Houston, Texas, where he was with the Publix Shows there.

* * *

The Des Moines Universal office won first place in the national wives' and mothers' special drive and $500 prize money is soon to be allotted to the Des Moines branch. Just in time for Christmas shopping. The members of the booking staff of the Des Moines office also won high honors, winning second in this district in the bookers' drive, which concluded November 1. Al Yarowsky and M. E. Lee will divide this prize money.

* * *

The Gem Theatre was sold last week by Roy Jones, who has operated this Des Moines suburban house since it was built two years ago, to F. A. Worrell.

* * *

As a gift to the school, the graduating class of the high school at Lake Mills, Ia., bought a projection machine for the school.

* * *

The stage equipment of the Riviera Theatre at Waterloo, Ia., which will have its opening on December 29 under the A. H. Blank-Publix management, cost $15,000. The stage of the Riviera is very fine and the settings, in Oriental manner and with shrubbery on the sidewalls so as to give the effect of looking into the outdoors, giving a most unusual effect in this theatre. The exterior of the Riviera is in dark stone and also of architecture new in design. Herb Grove is at Waterloo to superintend the opening of the Riviera and to take the management for a time.

WHAT THE PICTURE DID FIRST RUN

AT DES MOINES THEATRES WEEK ENDING DECEMBER 10

STRAND

Honeymoon Hate, (M-G-M), Florence Vidor.

BUSINESS: Not so good.

AUDIENCE REACTION: Slow.

SUMMARY: This picture played against a big blizzard and is not especially strong anyway.

ENTERTAINMENT MERITS: 80 per cent.

STRAND

Garden of Allah, (M-G-M).

BUSINESS: Very good.

AUDIENCE REACTION: Very good.

SUMMARY: This picture could have better played to a week's run. Did splendidly a half week.

ENTERTAINMENT MERITS: 85 per cent.

CAPITOL

The Gorilla, (First National), Charles Murray.

BUSINESS: Fair.

AUDIENCE REACTION: Not favorable.

SUMMARY: This did not prove an attraction.

The title was enough to turn some patrons away.

ENTERTAINMENT MERITS: 75 per cent.

DES MOINES

Get Your Man, (Paramount), Clara Bow.

BUSINESS: Good.

AUDIENCE REACTION: Very good.

SUMMARY: If it had not been for the tremendous blizzard this picture would have broken some records.

ENTERTAINMENT MERITS: 95 per cent.

N-E-W-S B-R-I-E-F-S

"Wife Savers" has been chosen for the title of the next Paramount comedy starring Wallace Berry and Raymond Hatton.

* * *

Angelo Rossitto, the dwarf actor who was discovered selling papers in Los Angeles by Alan Crosland and subsequently played for him in "Old San Francisco," has been cast in May McAvoy's next for Warner Brothers, "The Little Snob."

* * *

Joseph Engle, who was vice-president of the old Metro company, has succeeded Whitman Bennett as production manager for Caddo Productions, now making "Hell's Angels," for United Artists.

* * *

Acting as a counterbalance for big Babe London, Billy Platt, the smallest man for his age in the movies, has been cast for the midget role in Tillie's Punctured Romance." Babe London is twenty-eight and weighs over 250 pounds. Platt is forty and has grown to the height of four feet and weighs 53 pounds.

* * *

Rosita Marstini, popular Mexican screen actress, has been signed as Universal for an important role in "We Americans."

* * *

Before embarking upon his screen career, Niles Asther, who plays opposite Leatrice Joy in "The Blue Danube," was the champion ski jumper of Sweden.

* * *

The largest motion picture stage in the world is located at the De Mille studio. It is 315 feet long, 145 feet wide and has an overhead clearance of 40 feet. It covers more than an acre.

* * *

Rod La Rocquqe recently definitely settled the controversy which always has been attendant to the proper pronunciation of his last name. It is pronounced LaRock, according to Rod, himself.

* * *

The addition of Burr McIntosh, Syd Crossley, and Aggie Herring completes the cast of "So This is Love," the Columbia comedy now in production.

* * *

Tox Mix has started work in another picture. It is called "Hello, Cheyenne."

* * *

"The Michigan Kid" and "The Mating Call, two of the recent popular novels written by Rex Beach, have been purchased by Universal.

* * *

Norman Kerry and Pauline Starke will be the featured players in "Fallen Angels," the Arthur Somers Roche Red Book magazine story which goes into production in Universay City this week.

* * *

Several New York theatre managers tried to get one of Henry Ford's new cars as a lobby display on the day the new automobile made its appearance. It would have been a good drawing card to the lobby, but Henry wouldn't let a car out for that purpose.

* * *

Fox recorded the opening of Congress on Moviestone.

* * *

An original story regarding Oxford University, England, is being written for Richard Dix.

* * *

Adolph Menjou will marry Kathryn Carver in April. The wedding will take place in France.

* * *

Harold Lloyd has insured his spectacles for $25,000. The specs are the pair he wore in his first comedies years ago when he made a "Lonesome Luke" series for Pathe. Although they are of no particular value, Lloyd holds a feeling of sentimentality for them.

* * *

Johnny Harron has signed a long term contract with Tiffany-Stahl.

* * *

The Bureau of Internal Revenue reports that the admission tax collections for the fiscal year ending last June totaled $17,940,636.69. This is a drop of $6,040,039.87 from the preceding fiscal year.

* * *

Francis X. Bushman has declared that he is through with pictures for good. He has quit never to return, he says.

* * *

Baron Robert von Dobeneck, former captain in the Kaiser's Imperial army, is technical advisor on the German detail in "Tillie's Punctured Romance."

* * *

The title of "Two Arabian Knights" will not be changed, as was formerly announced. The producers could not get permission from the author to change the title to "Two Hot Yanks."

Word emanates from Tiffany-Stahl Productions that plans are being formulated for a colored cast picture with Stepin Fetchit and Carolynne Snowden, two colored players of renown who played the comedy leads in the last John M. Stahl production for Metro-Goldwyn-Mayer in "In Old Kentucky." These two performers have been in big time vaudeville, and have signed a long term contract with Tiffany-Stahl. The name of their first vehicle has not as yet been announced.

* * *

Philippe De Lacy, who has come into the limelight recently as a juvenile star, has a true background which is as romantic as the parts he portrays, on the screen. He was picked up on the French battlefields, a baby orphan, and brought to this country by a nurse after the war.

* * *

Sidney Olcott, American producer, has been appointed director-general of the British Lion Film corporation, a recently organized British company. Olcott will leave at once for London.

* * *

Having completed "The Circus," Charlie Chaplin plans to go to work on his next production next week.

* * *

George O'Brien was severely injured in the final scene of "Sharpshooters," a Fox production. In a rough and tumble fight sequence a mob crashed through a floor and landed on the star.

* * *

Irving Thalberg will supervise the four Buster Keaton films for Metro-Goldwyn-Mayer.

* * *

College Humor, the monthly humorous publication, will produce and release 26 two-reel comedies based on college life. The pictures will have an all-university cast, and each picture will be made at a different university.

* * *

Henry Lehrman is back with Fox and will feature pictures. Lehrman has been with Fox three times in the past 10 years. He made a reputation as a producer of the Sunshine comedies.

* * *

Gary Cooper, western star, has been borrowed by Colleen Moore to play opposite her in "Lilac Time."

PICTURE NEWS

TOLD IN PICTURES

HARRY LANGDON

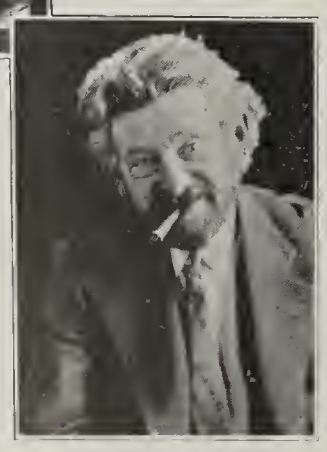
This solemn-visaged comedian has a style of humor peculiarly his own. Among his successes are "Tramp, Tramp, Tramp," "Long Pants," and "His First Flame." He is now producing "The Chaser," for First National. Langdon is one of the screen's cut-ups who managed to carry his success from the two-a-days over to the films.

Hal Roach

Jimmy Finlayson

Martha Sleeper

Charley Chase



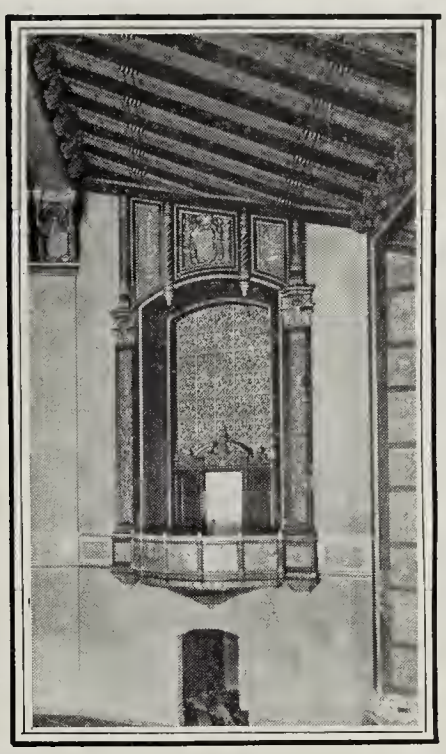
Max Davidson

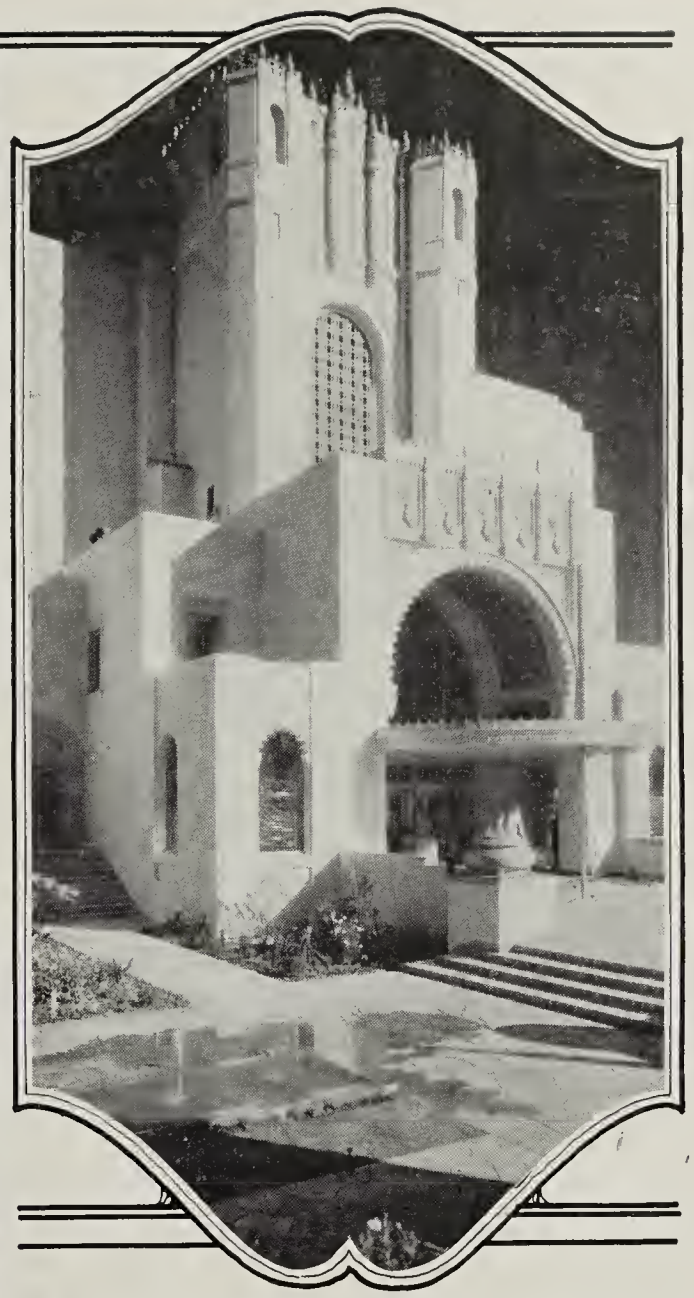
Hal Roach and his troupe of Pathe funmakers make no effort to keep movie fans from rolling out of their seats.

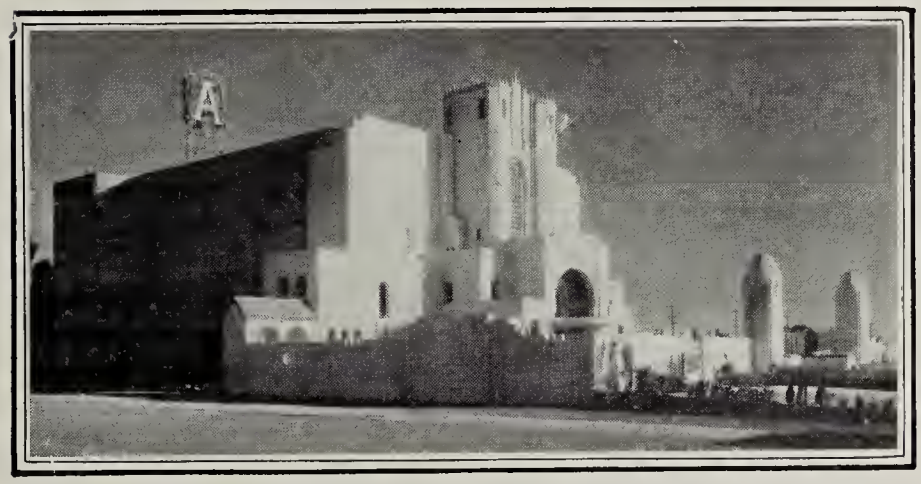
Tom Terris, famed as an expert on pictures with a Spanish atmosphere, and his technical staff are shown smiling satisfaction at the completion of "The Girl from Rio," in which Carmel Myers was starred for Gotham Productions.

Estelle Bradley, who expounds pulchritude in "Queens Wild," an Educational-Mermaid comedy. Estelle has our vote.

Writers and directors pass such cans on their way to work at Hollywood studios. Phil Bartholomae, First National writer, says "one can saves another."







The Alhambra Theatre, Sacramento, Calif., is one of the most strikingly beautiful playhouses in America. Its Moorish architecture, reminescent of the castle in Spain after which it is named, blends harmoniously with the setting in California.

Scene from "Wings," the Paramount production of war in the air which has a noted group of the younger stars in the leading roles. Among them are Richard Arlen, Buddy Rogers, Clara Bow and Jobyna Ralston.

Steve Roberts wasn't expecting to be shot, although he was in the midst of a new comedy on the Educational lot.

The PICTURE GUIDE

Little Tips on New Pictures

That's My Daddy

Distributed by Universal.

DIRECTOR: Fred Newmeyer

STAR: Feginald Denny.

SUPPORT: Barbara Kent.

TYPE: Comedy.

TIME: The present.

LOCALE: An American City.

LENGTH: 7 reels.

SYNOPSIS: Jimmy Norton, a young man of wealth, is trapped into an engagement with a daughter of a once wealthy family who wants his money. Jimmy dashes across town in his car and is stopped by a motorcycle officer. He lies to the officer telling him that he hurrying to the Children's Hospital where his daughter is seriously injured. The officer goes along. Here a child, Pudge, has been brought that morning she having run away from her foster mother. She thinks Jimmy is her father whom she never saw. Jimmy, to carry out his bluff takes the little girl home and fathers her. Meantime, Jimmy has fallen in love with the nurse who had charge of Pudge and who is in the Norton home as nursemaid. When the wedding of Jimmy to Sylvia Van Tassel is about to take place Pudge runs in and calls Jimmy, "Daddy." The Van Tassels call of the marriage. Jimmy weds the nurse and with permission of Pudge's foster mother adopts the little girl.

HIGHLIGHTS: Pudge appears at the wedding; comedy moments.

The Transcontinental Limited

Distributed by First Division.

DIRECTOR: Nat Ross.

STAR: Johnnie Walker.

SUPPORT: Eugenia Gilbert.

TYPE: Railroad story.

TIME:The present.

LOCALE: An American City, and on a train.

LENGTH: 6 reels.

SYNOPSIS: When Johnnie Lane returns from service in the army, Mary Reynolds refuses to marry Joe Slavin, railroad fireman who has been assisting Mary's father, who is losing his sight. Joe refuses to help Reynolds any more, so the latter loses his job three months too soon to get a pension. Joe robs the safe which is in the charge of Mary, and two of Johnnie's friends, Pudge and Slim, take the money away from Joe and give it to a doctor who demands $3000 to operate on Mary's mother. When Johnnie learns the source of the money, he sends Slim and Pudge after the surgeon, because Mary would have to replace the loss. Slim, Pudge and the surgeon are on the train, when the car in which they are riding becomes detached and starts downhill, while a fast express is coming up. A crash is narrowly avoided, Slim and Pudge restore the money, and Johnnie gives Joe a beating as the latter attacks Mary in her office. Mary's father is pensioned, and happiness awaits Johnnie and Mary.

HIGHLIGHTS: The runway car; the robbery; Johnnie's fight with Joe.

The Loves of Ricardo

Distributed by FBO.

DIRECTOR: George Beban.

STAR: George Beban.

SUPPORT: Soligia Lee.

TYPE: Comedy-drama.

TIME: The present.

LOCALE: An American City.

LENGTH: 6 reels.

SYNOPSIS: Ricardo Bitelli is in love with Annetta, a girl of 19, whom he has reared from childhood, but Annetta does not know this and accepts the proposal of Steve Randall. Ricardo goes away, and after the wedding Annetta finds Steve is already married, so she refuses to live with him, and stays with the Martinellis, wealthy friends of Ricardo. Steve is blackmailing the Martinellis because Annetta is with them, and when Annetto calls on him to persuade him to stop, he strikes her. At that moment Ricardo returns, and finding Steve about to strike Annetta, throws him out of the store left to Steve by Ricardo. Steve goes to extort more money from Mrs. Martinelli just as the latter is about to leave in her car. The car plunges over an embankment and Steve is killed. Ricardo and Annetta are happily united.

HIGHLIGHTS: The return of Ricardo; the death of Steve.

The Valley of the Giants

Distributed by First National.

DIRECTOR: Charles Brabin.

STAR: Milton Sills.

SUPPORT: Doris Kenyon.

TYPE: Outdoor drama.

TIME: The present.

LOCALE: Redwood forest.

LENGTH: 6 reels.

SYNOPSIS: Bryce Cardigan returns to his father's tract of forest land and meets Shirley Pennington, niece of his father's rival. Bryce goes to visit his mother's grave, located in the Valley of the Giants, and finds that someone has felled a tree across the grave. From that time on there is bitter enmity between the Pennington camp and the Cardigans, culminating in a pitched battle when the Cardigans, forced to build a raidroad of their own, have to cross the Pennington line. Shirley sides with the Cardigans and warns them as the Pennington lumberjacks are about to attack. Bryce save Shirley and Pennington when a log train upon which they are riding breaks away and starts at full speed down a mountain side. The Cardingans win their fight to build a railroad, and Shirley and Bryce are happily united.

HIGHLIGHTS: Fight between the rival lumber camps; the runaway train.

Flying Luck

Distributed by Pathe.

DIRECTOR: Herman Raymaker.

STAR: Monty Banks.

SUPPORT: Jean Arthur.

TYPE: Comedy of airplane flying.

TIME: The present.

LOCALE: An army training camp.

LENGTH: 7 reels.

SYNOPSIS: Monty buys a junked plane, rebuilds it and attempts a flight after studying flying by mail. The flight ends when he crashes through the roof of an army recruiting station, where he enlists. On the way to the camp, Monty's suitcase gets mixed up with that of the Girl and romance begins when he returns her bag. A series of funny incidents finally results in Monty entering a flying exhibition being held in honor of a foreign visitor. His flight is by far the most thrilling of the event, some of his stunts—quite unintentional—never having been seen before by experienced flyers. Monty wins the meet and the girl, and is the hero of everyone at the camp.

HIGHLIGHTS: Monty's first flight; Monty wins the meet; comedy moments.

SHORT SUBJECTS

Spice of the Box Office

Putting Pants on Phillip

M-G-M—Two Reels

Stan Laurel and Oliver Hardy supply the humor in this two reeler. Both gags and situations are dependable for laugh producing. The story concerns a young Scotchman who comes to America to visit his uncle. The Scot wears his kilties through the streets of the American city which causes a great deal of excitement. The uncle can't keep him in check. Whenever the Scot gets lost, the uncle looks for a crowd and knows his nephew is in the center of it. A great deal of comedy concerns the effort to put pants on the young fellow.

Heebee Jeebees

M-G-M—Two Reels

An "Our Gang" comedy directed by the veteran, Robert McGowen. This one is about a hypnotist who throws a spell over the gang and makes the fellows believe they are animals—horses, dogs, cat, monkeys, and donkeys. The gang goes to an afternoon tea, a very stylish affair, and at odd moments they revert to their animal characteristics. It is mainly a situation comedy. The "gang" fans will like it.

Mickey's Battles

FBO—Two Reels

Mickey McGuire nearly loses his claim to be the champion fighter of the neighborhood in this two reel juvenile comedy. A very weak-appearing and girlish looking youth has the nerve to knock off Mickey's hat—an act which would not be attempted by Mickey's best friends. The crowd gathers for the fight and the mollycoddle has little difficulty in knocking Mickey down at will. But one of Mickey's pals saves the situation by sticking a pin into Mickey every time he is knocked down. This weas out the mollyycoddle and last Mickey gets his chance by shooting the winning blow.

Papa's Boy

Educational—Two Reels

Here we have Lloyd Hamilton in the role of a sweet young boy with butterflies on the brain. Chasing butterflies with a net is Lloyd's only joy. His father, disgusted with his son's passion for insects, decides to send him to his lumber camp in the mountains. But when Lloyd gets into the woods, he dashes after butterflies faster than ever. In the woods he meets a millionaire and his daughter, Betty. He is smitten with love at the sight of her until he sees a rare specimen of an insect, and away he goes. At the camp of the millionnaire Lloyd accidentally sets the tent on fire and is obliged to ask Betty and her father to spend the night in his tent. Lloyd carries Betty across a stream but he drops her when he sees a butterfly. That night a skunk comes into the tent. The picture closes with the campers jumping into a stream.

It's Me

Educational—One Reel

Monty Collins gets permission from his boss to take his vacation early in order to please his wife. He and Lucile take a steamer trip. That night when all are in bed, Lucille gets Monty to get her a drink. The wife in an adjoining stateroom requests her husband to do the same thing. Monty returns to the wrong stateroom while the husband in the other room gets into Lucille's room. Of course, there is the usual mix-up. The climax comes when a messenger in a row boat overtakes the ship and advises Monty that the boss has decided he can't have a vacation.

Never the Dames Shall Meet

M-G-M—Two Reels

Charles Chase is the star in this mirth-provoking comedy of a mistaken identity. Charley Chase gets instructions from his wife to meet a certain ship on which her sister is arriving. He is to know her by a white neckpiece. Charley picks out a girl with the correct identification mark and brings her home. After she has been shown to her room and is in the shower, Charlie discovers that he has made a mistake. The girl is the winner of a beauty contest and has come to the city to break into pictures. His problem is to get her out of the house before his wife returns. After a number of comical situations, Charley manages to sneak the beauty out of the house in a clothes basket.

Smith's Modiste Shop

Pathe—Two Reels

The Smiths are having financial difficulties and so Mrs. Smith and the mayor's wife decide to open a modiste shop. There is some comedy in the shop when the clumsiness of the pair expose their inexperience in the business. The picture ends at the dedication of the church organ which is ruined by a violent rainstorm. Mary Ann Jackson displays her skill with a slingshot in the early part of the picture when she hits her father with gooseberries.

Sodas and Shebas

Universal—One Reel

Arthur agrees to help out a soda clerk by taking his place, while he goes out. His kid sister comes in and threatens to tattle unless he comes across with a banana special. His sweetheart, Mary Marsh, and Billy Fox, his rival in love, next appear. The rival joshes him and a fight starts, during which the store is wrecked. Arthur proposes to Mary and goes with her to ask her father's permission to marry. Her father is a tough dentist. The moment he sees Arthur he puts him under the ether and pulls a tooth. Under the anesthetic, Arthur has a wild dream in which he battles his rival on a roof and is thrown to the street below. He wakes in the dentist's chair with a jolt and is led away by Mary without fulfilling his errand.

Buster Come On

Universal—Two Reels

The Browns go vacationing, leaving the dog at home. Tige follows on the running board of another car and is concealed under the back seat by Buster and Mary Jane. The dog scares out a pussy cat which turns out to be a skunk. As Tige runs through the fields in an effort to escape from himself, the lilies wilt and cows drop dead. The children, who have also been contaminated by the odor, bury their clothes and get into the shell of an advertising cow. A real bull flirts with the fake cow and chases it, with the result that the front and hind legs flee in opposite directions.

To Glorify Irish Policeman

Tiffany-Stahl productions announce the start of production on a story, glorifying the uniformed Irish police. The success of men of Irish descent as protectors of American law and order is a subject that motion picture producers have not as yet placed on the screens. The picture contemplated is to be one of the most spectacular releases of the Tiffany-Stahl company for 1928.

United Artists Premieres In Los Angeles Hereafter

Monday, December 26, the new United Artists theatre in Los Angeles will be opened. Lou Anger, vice-president and general manager of United Artists Theatre circuit, has announced details of the theatre, which will be operated under management of West Coast Theatres. The house is in the heart of the downtown Los Angeles business district.

Mr. Anger said world premieres of all United Artists Pictures will be held in the new Los Angeles theatre. The film which will open the house has not yet been selected.

Nine months in course of construction and costing $3,500,000, the new United Artists Theatre occupies the ground floors of a thirteen story limit-height office building. A steel tower rises fifty feet above the building. The architecture is Spanish Gothic, and the building itself is of reinforced concrete with all-steel framework and terra cotta facing for three stories. The house seats 2,-300, the great majority in the orchestra.

Novel features include elevator service to the balcony, a feature new to the west, and a "cosmetic" room and a women's smoking room.

Dane-Arthur Team Makes Comedy of Circus Lots

With a cast including such circus celebrities as Carlo Bernard, lion tamer, and the Flying Orsattis, "Circus Rookies,'" M-G-M's third co-starring vehicle for Karl Dane and George K. Arthur, has gone into production at Culver City.

"Circus Rookies," which Edward Sedkwick is directing, is from an original story by the director and Lew Lipton. Sedgwick himself is a former big top press agent. Dane has the part of an animal trainer in the film, while Arthur appears as a press agent. Louise Lorraine has been cast in the leading feminine role. A completely equipped circus tent has been put up on the Metro-Goldwyn-Mayer lot for the picture.

Del Rio Makes Records in Five Tongues for "Ramona"

Dolores Del Rio has made a record in five languages. It will be used by United Artists in advance exploitation for her forthcoming feature "Romona." The records carry Miss Del Rio's voice for three minutes and five seconds.

The star first made one in English, then in Spanish. The third was in Italian and the fourth in French. The last was recorded in perfect Russian. According to officials of the recording corporation, this is the first time that any one individual has recorded for them in more than three languages.

Before entering the movies, Senorita Del Rio attended schools in Paris and Madrid.

Laura La Plante Given "Home James" Star Role

"Home James," a New York stage play by Gladys Johnson, will be screened as Laura La Plante's next starring vehicle, according to an announcement by Universal.

The story revolves around the situations in which a four-flushing heroine finds herself when she tires of being a small town salesgirl and goes to New York to make good.

So far the supporting cast embraces Arthur Hoyt and Sidney Bracy in prominent roles. William Beaudine will direct the production.

"Love Mart" is Title for Latest Billie Dove Film

First National has selected "The Love Mart" as the title for the Billie Dove special hitherto been known as "Louisiana.'" It is an adaptation of the novel of early nineteenth century New Orleans, written by Edward Childs Carpenter, who later dramatized it under the title of "'The Barber of New Orleans." William Faversham appeared in the play for a season or two.

Gilbert Roland, recently leading man for Mary Astor in "Rose of the Golden West," and for Norma Talmadge in "Camille," plays opposite Miss Dove. Noah Berry has a featured role as the menace. December 18 is the general release date for "The Love Mart."

"Frisco Nights" New Title Of Latest Gotham Film

After previewing the latest Gotham Production previously announced as "The Fruit of Divorce," it was decided to select a new title which will be "Frisco Nights."

There has been no change made in the original production which was based on Leon De Costa's story, "The Fruit of Divorce," but inasmuch as the locale of the story was transferred to San Francisco and the characters and locations are so emphatically "Frisco" the new title was chosen.

The new picture has an underworld angle combined with a divorce problem and Director R. William Neill has alternated his scenes between the "Barbary Coast" and its colorful denizens and the West Coast aristocracy of "Nob Hill," the high point, both geographically and socially, in the Western metropolis.

Fox Buys "Blossom Time" For Movietone Production

Evidence that Fox Films has plans for the making of big attractions in Movietone is seen in the announcement that Winfield Sheehan, vice-president and general manager of Fox, has purchased the screen rights to the operatta "Blossom Time."

It is probable, according to information from the Coast, that Janet Gaynor and Charles Farrell will again co-star in this picture, which will be produced under the direction of Frank Borzage, under whose supervision these two youngsters rose from obscurity to stardom almost over night.

Like "The Dollar Princess," which Fox already has purchased for screen production and which will be made with movietone, "Blossom Time" is an ideal vehicle for talking pictures. Arrangements for the screening of "Blossom Time" were made by Mr. Sheehan with Lee Shubert, who presented the operetta.

The Technical and Equipment Section
of the 1928
FILM DAILY
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SO STRIKINGLY unusual and artistically beautiful are these programs that your patrons will eagerly look forward to receiving them. And they won't go to the waste basket. They'll be kept, read and referred to. Your advertising will receive the maximum of results and your patronage will be increased.

4-Page Miniature Magazine Program

A little leaflet containing the latest current movie gossip, illustrated and neatly gotten up. The star photograph is changed each week and so are the contents.

Exhibitors who have used "Screen Topics" in the past have found this little magazine to be very popular with their patrons. Every theatregoer likes picture news and "Screen Topics" gives it in briefly told, neat, dressy and interesting style.

The back page is left blank for the printing of your program.

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EXPLOITATION IDEAS AND HINTS

Campaign Sold Public On Six Pictures Playing Bloomington Theatre

Don W. Hoobler, publicity and exploitation manager for Bloomington Theatres, Inc., put over a very novel campaign for the Irvin Theatre, Bloomington, Ill., in which he arranged an extensive tie-up with the Purity-Ann Baking Co. boosting six pictures played at the Irvin.

On six successive days, the baking company placed a slip of paper in each of 45,000 loaves of bread turned out. On this slip was printed the titles, stars, and play dates of six pictures which were to be played at the theatre from November 14 to December 3, two each week. Each picture was numbered and the slips were the same every day. The second week, descriptive publicity paragraphs, a different one each day, were enclosed with every loaf of bread. The contents were required to fill in the number of the picture from the description. Following is the paragraph used to describe "She's a Sheik":

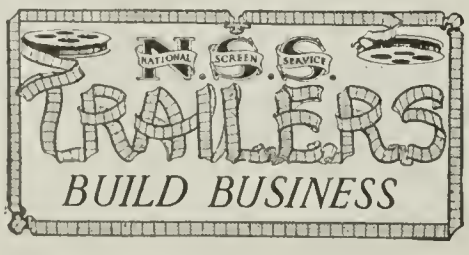
> "Here she is—a bold desert roamer —the screen's most popular female star in a satire on many desert dramas. It's a long, loud laugh!"

Above this paragraph on the slip appeared the following caption:

> "Which of the six Irvin pictures does this paragraph describe?" Below was a note reading: "Fill in the number of one of the six pictures which were listed in Purity Ann."

The third week of the contest, another set of the paragraphs was inserted with the bread and a newspaper ad was run listing the pictures and repeating the number of each.

The final step in the contest was to require each contestant to write 50 words on the subject, "The Picture I Should Like Best, and Why." Prizes were as follows: First, $50; second, $25; third, $15; fourth, $7.50; fifth, $2.50 and for the next fourteen best answers, tickets to the Irvin Theatre.



1,000 Youths Get Bloody Thumbs for Exploitation

Here is an exploitation stunt which was used successfully by Manager Charley Jones of the Colonial Theatre, Harrisburg, Pa., during the run of Columbia's special, "The Blood Ship."

Capitalizing on the well-known fact that every child delights in displaying a sore finger, Jones provided 1,000 youngsters with imitation bloody thumbs to help advertise the picture. These imitations were in the form of white bandages smeared with red ink that fitted nicely on any juvenile thumb, and many a mother had a thrill when her best beloved offspring arrived home from school displaying the apparently injured finger. The fun came for the youngsters in disclosing that it was just a joke.

Then the mother received the explanation that it was an advertisement for the current week's attraction at the Colonial. This method of emphasizing the presence of "The Blood Ship" in town was favorably reflected in the size of the crowds drawn to the theatre and the increase of the box office receipts for the week.

Milkmen Go in Band to See "Cat and the Canary"

Exploiteer H. P. McBride hit the high comedy spot in "The Cat and the Canary" during its run in Los Angeles. Instead of stressing black cats and weird spooks, he chose a march of the milk men to let the city know Universal's mystery success was playing at the Criterion Theatre.

It will be remembered that Joe Murphy, as the milkman in the film, introduced a lot of comedy relief on his mad ride with Flora Finch in search of a motor cop. Mr. McBride arranged with the Crescent Creamery company to band all the salesmen together and have them march through the main downtown streets in their neat striped uniforms and white caps. The parade was headed by a large sign mounted on laths announcing that the Crescent milk salesmen were on their way to the Criterion Theatre to see "The Cat and the Canary."

An AD-itorial

By E. L. Delaney, M-G-M Exploiteer.

An exhibitor—for the sake of ambiguity we will call him Hank Smith—writes in, bewailing the fact that he cannot get any co-operation from the merchants, or merchant's association in his city to help exploit his attractions. He says the local business men will not co-operate with him on advertising tie-ups, newspaper or otherwise, that they discourage the use of window cards or stills in shop windows and in fact that they consider his "movie" more or less of a parasite in his little commercial world. That it takes the spare money of the community and gives little or nothing in return except a certain amount of entertainment. The local business men who entertain those views are afflicted with a pinched perspective. Their horizon is bounded by the length

There Will Be More
Exploitation Ideas
in the 1928
FILM DAILY YEAR BOOK
than in any book of its kind ever published

and breadth of their own main street.

If entertainment was all that the movie gave to the town it would be worth while, for there's no record of any community emerging from isolation and obscurity to prosperity and contentment without wholesome and legitimate entertainment. It will be remembered that during the war motion pictures were listed as necessary industries. The local movie house in some instances has been taken over by the local bank, when there was a chance of it being closed, and operated mainly for the purpose of keeping the local residents from going elsewhere for their entertainment, and possibly to do their shopping.

But the movie is more than just entertainment. It is often the magnet which draws people to the business district of the town where they can see the displays that the merchant has so carefully laid out in his windows to lure the dollar from prospective customers. And often it actually sells merchandise for the retailer—EVEN BEFORE HE HAS IT IN STOCK.

It's because the film fans and flappers of both sexes, have seen Norma Shearer, or Marion Davies or John Gilbert, or some other star wearing a certain something that is new, that movie patron wants something like it, and won't be happy till he or she gets it. The films to a large extent forecast the fashions today. Although styles may be created in Paris, the fashions emanate from Hollywood. And this is true of male as well as feminine attire. The motion pictures show the latest trend in shoes, suits, dresses, hats, lingerie—yes indeed, particularly lingerie. Why, the movies have broken down all sales resistence and especially male resistence on this item. Thanks to the movie, any man today knows what to ask for when he goes into a ladies specialty shop to purchase something for his wife, or somebody else's wife.

So for the Hank Smiths who are troubled with lack of co-operation in their towns, get your film exchange to send some facts to your local newspaper, showing what the movies have done nationally and internationally in the way of creating and stimulating retail sales for lines ranging all the way from "teddies" to tractors. Then if Sam H. Merchant is so hardboiled that he won't co-operate with you, probably you are to blame yourself. Perhaps you're crossed them or handed them some advertising that was misleading and you're just reaping your harvest. There is at least one known instance where such a thing has happened. Such instances are rare enough today, thank Heaven.

Governor Helps Film Ballyhoo

Governor Johnston, of Oklahoma, is being greeted by Manager M. K. Moore, of the Capitol Theatre, Oklahoma City, upon his arrival to attend a special showing of "Dress Parade." The man with the dignity is the governor—with the smile, Manager Moore.

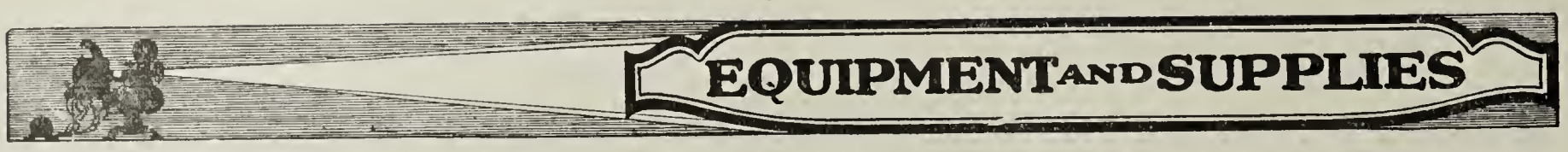
"Dress Parade," Pathe's special production, was given extraordinary exploitation in Oklahoma City on the occasion of its presentation at the Capitol Theatre, whose attendance record for this year it shattered. The campaign was distinguished for its attention-compelling attributes, a notable feature being a preview on the Thursday immediately preceding the Saturday opening at which Governor Johnson of Oklahoma, his entire military staff and a number of regular army officers were guests of honor. Naturally such a gathering got newspaper notices.

A tie-up with the Reo Motor Car company resulted in a parade of twelve cars, all bannered and with two pseudo West Point cadets aboard, which traversed the busiest streets at noon Saturday. The same company ran 226 inches of newspaper display directly tying up with the picture and its showing, publishing a series of 3 by 12 inch advertisements, and one special announcing that the first 500 children clipping and delivering the ad would be given a free ride in a new Reo truck and also tickets to the matinee. With the 500 kids responding Reo trucks paraded just before the show, attracting much attention.

The Capitol's front showed cadet cutouts, and it also had a special electric sign reading "Dress Parade" on the marquee. Special one-sheets occupied all army "A" boards and the local recruiting station placed banners on all army trucks. The entire window space of the Reo company was devoted to the show, and fifteen other windows had displays.

Twelve merchants went into a full-page newspaper tie-up, each ad being headed "Dress Parade" and mentioning the Capitol's showing. The same slogan was used in all "used car" advertisements, and there were free stories on the theatrical and automobile pages of the Sunday Oklahoman.

A profusion of 22 by 28 cards and other poster stuff were used to good advantage and an advance trailer was shown on the screen.



Orchestraphone Premiere In New York Last Week

Demonstration of the Orchestraphone, phonographic device designed for theatre use, was made on Friday of last week at the Tivoli, New York. The device, which is offered by National Theatre Supply Co., retails for $3,500, with a library of 200 records included. The invited audience was impressed by the possibilities of the new device.

A newsreel and two-reel dramatic subject were shown, with Orchestraphone accompaniment, after which several selections were given to demonstrate the volume and clarity of tone of the instrument, which employs stock records.

By means of a dual turntable, the operator is enabled to cue pictures with considerable effectiveness. The machine is located in the rear of the theatre, with the music emanating from loud speakers located on the stage or behind the screen.

Riesenfeld Joins U. A.; Opposes Vaudeville Acts

Dr. Hugo Riesenfeld has been appointed managing director of United Artists Theatres, it is announced by Joseph M. Schenck, president of United Artists Theatre Circuit. Accompanied by Lou Anger, vice-president and general manager of United Artists Theatre Circuit, Dr. Riesenfeld has left New York for Chicago, where he will open the United Artists Theatre on December 26, Norma Talmadge in "The Dove" to be the feature film.

Dr. Riesenfeld, who has been managing director of the Colony Theatre, New York, for Universal, has secured his release from that organization. The Colony was the fourth Broadway motion picture theatre which the doctor had managed, as he had been for eight years managing director of the Rialto and Rivoli Theatres, and for five years of the Criterion.

Dr. Riesenfeld expressed himself as flatly opposed to vaudeville in picture houses and said he was chiefly gratified with his new association because it will satisfy his ambition to offer the feature picture as the chief item of his show, merely pointing the surrounding musical features to the fidm.

Barbara Worth in Horse Epic

Barbara Worth, Universal player, has just begun work in the feminine lead of "Plugging Hoofs," the fifth of a series of western productions starring Rex, king of wild horses. Jack Perrin plays the principal male role with the support of "Starlight," his trained horse.

Universal Experts Have Invented New Developer

A forward stride in photographic experimental work has been made at Universal City, according to an announcement from Carl Laemmle, president of Universal Pictures Corporation.

Universal technicians have invented and patented an automatic developing machine for negative film, which it is declared, will revolutionize motion picture laboratory work. The inventors are Roy Hunter and Robert Pierce, who have been working on the machine for two years.

Automatic positive developers have been used with success on positive prints but in case the machine does not adapt itself to the varying density of the film, the various degrees of over and under-exposed film, the expense of reprinting was slight.

If the negative machine should fail a full day's work would be lost and directors would have to re-film their scenes. Universal's machine protects against this and is declared flawless. The machine is electrically run and has storage batteries in case the current failed and could be run by hand in case the batteries also failed.

More than 300,000 feet of negative from Universal's various productions have been developed on the machine in the past six months without loss of a single foot. The negative has emerged perfectly developed ready for the automatic printing machine.

Nine FBO Pictures Slated For Release in January

FBO will distribute nine pictures in January; five features and four short subjects.

On January 1, "Driftin' Sands," starring Bob Steele, will be ready for exhibitors. On January 13, "Coney Island',' a Ralph Ince production, with Lois Wilson featured, will be shown. "Deadman's Curve," with Douglas Fairbanks, Jr., will be shown on January 15.

On January 22, "Wizard of the Saddle," starring the 13-year-old Buzz Barton, will be released. "Little Mickey Grogan," starring Frankie Darro, will be shown on January 30. "Mickey's Parade," a two-reel subject based on the Mickey McGuire cartoons by Fontaine Fox, will be released on January 2. On January 9 "Panting Papas," a two-reel Standard Fat Men comedy, produced by Larry Darmour, will be distributed, while two one-reel Newslaffs by Bill Nolan, travesties on the news events of the day, will be distributed on January 8 and 22, respectively.

Plays New Music Device By Only Waving Hand

A new musical device which plays by the wave of the hand, will be brought to America by Leon Theremin, a young Russian inventor and musician, who will arrive late this month.

The instrument, which may find its way into American theatres, consists of electrical antennae placed in a box. With an electromagnetic sphere thus produced, Theremin, through skillful manipulation of his hands, creates music.

The only book of its kind published!

THE FILM DAILY YEAR BOOK

Everyone of any importance in this industry should have a copy of this volume for regular reference.

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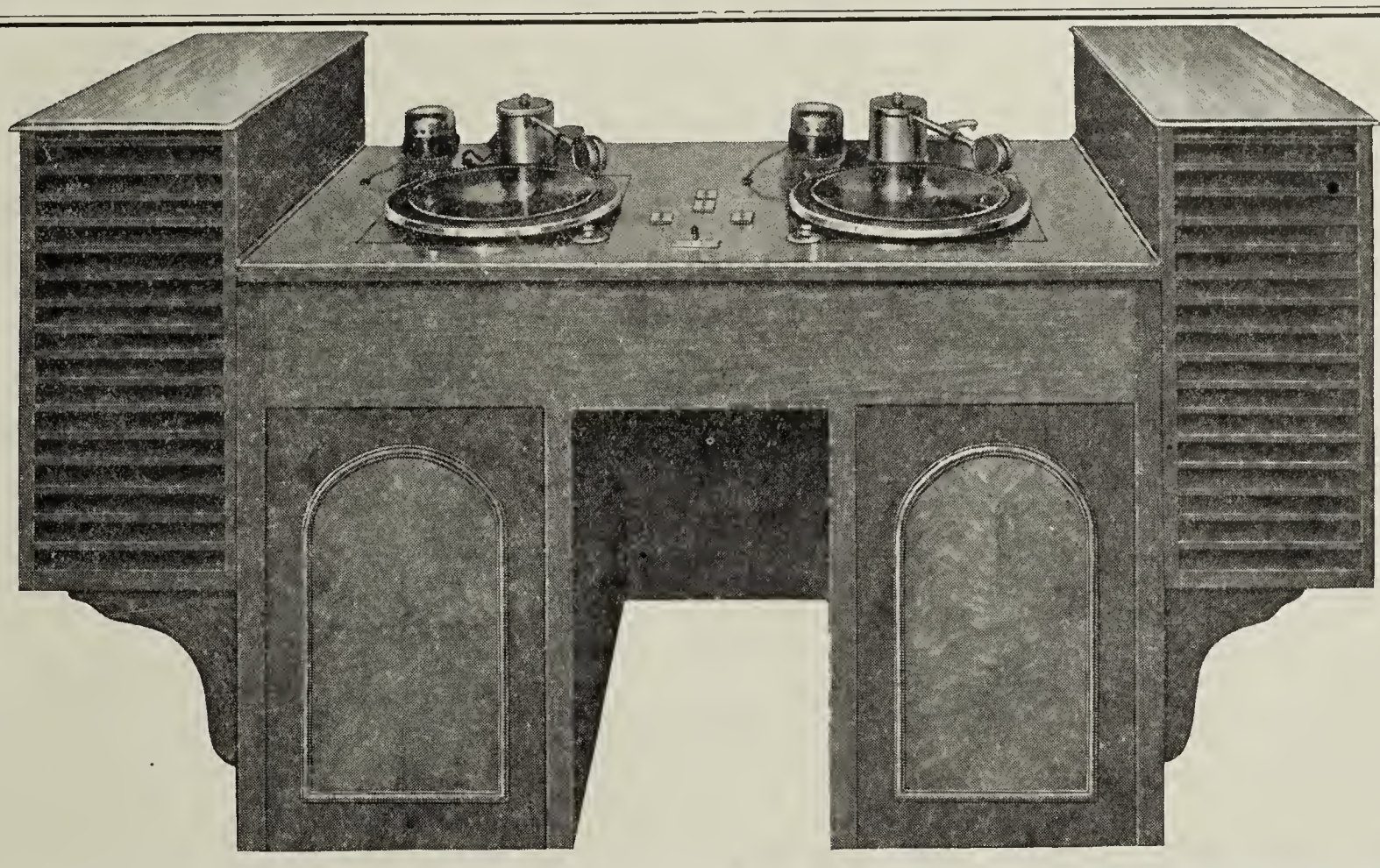
Acceding to Public Demand—*and then some!*

SYNCHROPHONE



A MARVELOUS REPRODUCING INSTRUMENT

that solves the music problem of the small theatre—and puts its musical accompaniment on a par with that of the largest theatres in the country.

Cues pictures perfectly and beautifully with the finest of music—affords musical programs between pictures—simple in operation—extremely low in initial and upkeep cost.

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DEALERS WANTED: We have a very attractive proposition to offer **on State Rights distribution. ACT AT ONCE.**

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Sells Theatres, used and Miscellaneous Articles **Buys**

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EQUIPMENT FOR SALE

Six Hundred opera chairs; two Powers projectors; Screen; Booth, rewinds, etc. Excellent condition—low prices for quick sale. Movie Supply Co., 844 Wabash Ave., Chicago, Ill. C13t-3-19-28

Satisfaction guaranteed. Rebuilt Powers-Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE—Photo player, $650. Also Cremona pipe organ, $600. 321 Securities Bldg., Des Moines, Ia. Ctf

HELP WANTED

WANTED AT ONCE—M. P. Operator. 5000 town. A-1 equipment; steady job to right man; must be sober and have no bad habits and on the job; tell it all. Silver Family Theatre, Greenville, Mich. C-12-17-27

WANTED—Experienced film salesman to sell on a percentage basis in Ohio territory. Exceptional proposition to the right man, if he is willing to work. Reply, stating previous experience and connections to The Ohio Showman, 12805 Cedar Road, Cleveland Heights, Ohio. C1t-12-17

POSITION WANTED

OPERATOR with ten year's experience wants steady job. Can do repair work. Married. Walter Ingalls, New Hampton, Ia. P2t-12-24

THEATRES FOR SALE

THEATRE FOR SALE in Western Oklahoma. Seats 200; fully equipped; city of one thousand; bargain if taken at once. Write Box E. H., Exhibitors Tribune, Liberty Theatre Bldg., Oklahoma City, Okla.

FOR SALE OR LEASE—Modern 350 seat theatre. Town 1000. 1500 to draw. Bargain. Regent Theatre, Centerville, Mich. P4t-12-31

FOR SALE—Movie theatre; Sunday town of 1,200 in southwestern Michigan; must sell on account of sickness; deal with owner. Address Theatre, Marcellus, Mich. P3t

BOX-OFFICE REPORTS

COLUMBIA

Alias the Lone Wolf, Bert Lytell.—An excellent picture. Gave the best of satisfaction. Extra good cast. Very good advertising accessories. Sam Carlton, Strand, Frankfort, Ind.

By Whose Hand, Ricardo Cortez.—This was a very good picture. Patronage well pleased and business a little above the average.—J. B. Weddle, Walnut, Lawrenceburg, Ind.

Alias the Lone Wolf, Bert Lytell.—Good picture. Drew fairly well. Condition of print good.—Grand, Evansville, Ind.

FBO

Mother, Belle Bennett.—A good story, well acted. A good moral. All school children should see this picture.—Joe Hagen, Rex, Cromwell, Okla.

Ain't Love Funny, Alberta Vaughn.—Good program picture, well photographed. Film in good condition. L. A. Banks, Silver Star, Forest City, Mo.

FIRST NATIONAL

Long Pants, Harry Langdon.—Fair Langdon picture. Nothing to brag about.—Joe Hagen, Rex, Cromwell, Okla.

Hardboiled Haggerty, Milton Sills.—A good story well acted with good support. Will send them away satisfied.—Joe Hagen, Rex, Cromwell, Okla.

FOR SALE—Well equipped theatre, Grand Junction, Colo. 250 seats and room for more. M. R. Coe, 349 Main St., Grand Junction, Colo. C1t-12-17-27

FOR SALE—Broadway Theatre just remodeled, Flint, Mich., 500 seats. $6,000 cash. Good business, going to retire. 10 years in same place. F. C. Phillips, 1523 N. Saginaw St., Flint, Mich P1t-12-17-27

THEATRE FOR SALE at Rigby, Idaho; seats 300; fully equipped; cost $9000.00 eighteen months ago; will sell for $4000.00; theatre paying; reason for selling, unable to give proper attention account other business; if interested, wire O. E. Schmidt, Idaho Falls, Ida. and come look proposition over. P-12-17

THEATRE WANTED

TO LEASE OR BUY—If prices and terms can be made to suit both. Interested in house in town of 2,000 to 3,000 population anywhere in southern Arkansas or Mississippi. 12 years experience in running and managing. What have you. Address Exhibitors Tribune, 19 N. Robinson, Oklahoma City, Okla. C4t 7-28

FOX

Chain Lightning, Buck Jones.—Very good picture. Will please any audience liking westerns. Holds interest throughout.—L. A. Banks, Silver Star, Forest City, Mo.

Outlaws of Red River, Tom Mix.—A real good western. Above the average. A tip top Saturday picture.—Joe Hagen, Rex, Cromwell, Okla.

METRO - GOLDWYN

Mockery, Lon Chaney.—Interesting. Patrons pleased.—Joe Hagen, Rex, Cromwell, Okla.

The Road to Romance, Ramon Novarro.—This is a cracker-jack love story and will please 90 per cent. Book it. Joe Hagen, Rex, Cromwell, Okla.

PARAMOUNT

Wedding Bills, Raymond Griffith.—Just a fair picture. Not worth exploiting.—Joe Hagen, Rex, Cromwell, Okla.

UNIVERSAL

Spangles, Marion Nixon.—Fine circus story.—F. B. Spoor, Rose, Byron.

The Love Thrill, Laura La Plante.—Just a fair love story. Most of Laura's pictures are love thrills.—Joe Hagen, Rex, Cromwell, Okla.

STATE RIGHTS

Prepare to Die, Eddie Polo.—Very good action, stunt picture.—F. B. Spoor, Byron.

The Plastic Age, Clara Bow.—A picture you could sell any place without ever getting any kick out of it. Just as good as any Clara Bow ever made.—Joe Bertotti, Columbia, Clinton, Ind.

The Silent Hero.—Here is a splendid northern picture. Robert Frazer and Edna Murphy a fine team and this dog Napoleon Bonaparte is certainly going to be a winner. Condition of print good. Photography fine.—A. E. Sharer, Plaza, Brookfield, Mo.

The Ridin' Gent, Jack Perrin.—Was a very good western for small towns. Condition of print and advertising accessories good.—H. R. Dodson, Fairway, Fortescue, Mo.

Across the Deadline, Leo Maloney.—A dandy good picture, and gave fine entertainment to our patrons. You cannot go wrong with Independent. They do not use the bandit system of holding you up.—Victor Cason, Cason, Clinton, Mo.

COMING!

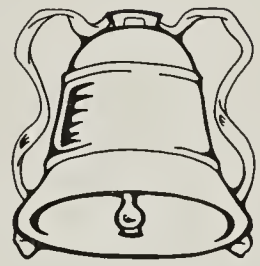
Advertisers—

Reserve Space
now— forms
close Monday
December 19

Our Annual

HOLIDAY NUMBER

Chockfull of Special Features And Articles Of Exceptional Interest. . . . .



Send a Christmas message to your friends in the industry through a card in this issue

Write for rates or mail copy to

Movie Age

414 South 13 St., Omaha, Nebr.

KINOGRAMS

Leadership is Acknowledged

125 NEW ACCOUNTS IN 3 WEEKS

The excitement is over. The "new news reel situation" is no longer new, and exhibitors are judging news reels again on the basis of quality as shown in actual performance. And the leadership of Kinograms is acknowledged by all. Trade critics acknowledge it . . . . . Kinograms won first place over all other news reels eleven times out of seventeen issues reviewed in the weekly comparative appraisal by Arthur James in Motion Pictures Today. And now exhibitors acknowledge it, too . . . . . in three weeks 125 additional theatres have joined the big lists of Kinograms subscribers.

If You Want Intelligence, Enterprise and Quality, Get

KINOGRAMS

Educational Pictures

"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, INC.

Member Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

OMAHA, NEBR., 1508 Davenport, Leo Blank, Mgr.
DES MOINES, IOWA, 1005 High Street, J. Winn, Mgr.

HOLIDAY NUMBER

MOVIE AGE

Volume VI OMAHA, NEBR., DECEMBER 24, 1927 Number 5

MERRY XMAS, 1924
"He Who Gets Slapped"

MERRY XMAS, 1925
"The Merry Widow"

HAPPY NEW YEAR!
Resolve to be richer in 1928. It's easy with Metro-Goldwyn-Mayer Pictures!

MERRY XMAS, 1926
"Tell It to the Marines

M-G-M

MERRY XMAS, 1927

JOHN GILBERT—GRETA GARBO
in
LOVE

Based on Tolstoi's "Anna Karenina" Directed by Edmund Goulding

THE $2 EMBASSY THEATRE SMASH HIT!

A Business Magazine for the Film Trade in Iowa and Nebraska

"Gentlemen Prefer Blondes"

Reviewed by William McCormack

West Coast Representative, Motion Picture News

LOS ANGELES, November 16.—"Gentlemen Prefer Blondes", the Malcolm St. Clair production for Paramount, was previewed this evening at the Wilshire Theatre in Los Angeles and came in for hearty rounds of applause.

The Anita Loos story of the ultra in gold-diggers has been deftly told by the director in a style fresh, smart and crisp, clicking at welltimed intervals with real laughs. The picture is tiptop entertainment from beginning to end.

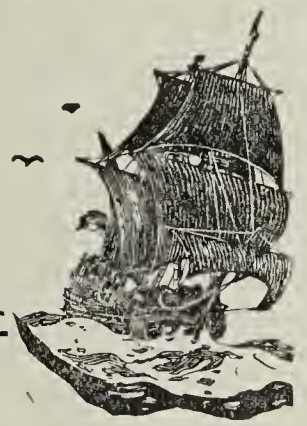
Ruth Taylor, who has the role of Lorelei, will be hailed as a "find". Alice White gave an excellent performance and helped the production materially. Ford Sterling, Chester Conklin, Mack Swain, Blanche Frederici, Holmes Herbert and Trixie Friganza all contributed their share in making what looks like one of the comedy hits of the year.

Paramount's Big Special based on story by Anita Loos and play by Miss Loos and John Emerson. Hector Turnbull, Prod. Directed by Malcolm St. Clair.

LORELEI: "Oh, Dorothy, it seems that we are a big hit!"

DOROTHY: "You're damned right we are, dearie!"

EDITORIAL



May Christmas and the New Year come to you like a treasure ship of old, laden with all the precious things of life.

WITH the arrival of Christmas we realize that another year is about to pass into history. It is only natural that one should sit for a few moments and reflect the happenings of the twelve months just past. For some there has been much good, for others but little good, and for still others, bad fortune has greatly outweighed good. We take stock of ourselves and the happenings during the closing year and as we reflect we somehow see how mistakes could have been avoided, how certain things could have been better than they were, if . . . but that "if," tiny word that it is, is a monster in size!

And then our minds go forward to the new year that is coming in—and we wonder what it will hold for us in health, fortune and happiness. We seek prosperity; we seek success in business; we seek happiness in our daily tasks; we look for the pot of gold at the rainbow's end. But what we find rests largely in ourselves —not in "the other fellow."

On this holiday occasion, as on all others in years past, the spirit of friendship and good fellowship permeates the air. Happiness seems to be everywhere! Friendship asserts itself most strongly—from us and to us. And it is natural to feel that we should like such peace and contentment to be everlasting. And then that "if" looms up again—and we wonder how to overcome it.

There's a simple little rule, learned long ago, that some of us have forgotten. And that little rule is the key to the happiness we seek from our daily tasks. That magic little rule is the Golden Rule.

Ben Shlyen

Block Booking Is Banned In Measure Before Congress

Senator Brookhart Introduces Bill to Abolish Practice—Claimed Needed to Back Up Efforts of Trade Commission

Although every indication points to the Federal Trade Commission standing by its guns in its cease and desist order against block booking, the proposition will have the attention of Congress at the present session, as evidenced by the bill introduced by Senator Smith W. Brookhart of Iowa, which would make such practices illegal.

"Block booking and blind booking," said Senator Brookhart, "plus the arbitrary allocation of choice films to affiliated exhibitors, it is alleged, is slowly driving the independent exhibitors out of business, since they are not able to compete with the trust controlled theatres which are not subject to the onerous practices at which the bill is aimed. Representative exhibitors have given assurance that the bill will have the support of the great body of unaffiliated exhibitors throughout the country and of the several exhibitor organizations."

Not only would the bill make block and blind booking illegal, but it attaches as a penalty a fine of from $1,000 to $10,000, or a year's imprisonment, or both. Senator Brookhart stated that the only manner of assuring observance of the Federal Trade order to "cease and desist" directed against Paramount is through legislative action.

Following the hearing in New York, conducted by Commissioner Abram S. Myers in October, further action by the commission has been hanging fire. However, it is believed the Brookhart bill would be welcomed by the commission because of the provision vesting its administration with that body, without the otherwise necessary appeal to the courts.

Indication has been given that the commission faces a long court fight on enforcement of the cease and desist order, and passage of the bill, it is pointed out, would circumvent the necessity of that litigation, so far as the commission is concerned. In addition, its enactment automatically would extend the order to all companies in the industry. On the other hand, introduction of the bill, still leaves open to the commission an appeal to the courts to enforce the cease and desist order.

Greetings to Our Readers

By WILL H. HAYS
President of The Motion Picture Producers and Distributors of America

Permit me to extend to you and to the exhibitors that you serve my congratulations upon your success in 1927 and my very best wishes for a happy and prosperous 1928. The motion picture industry faces the New Year holding the firm favor of the millions of amusement loving people and by properly serving such millions so shall it prosper. Kindest regards.

John Lancaster Named As Aide to Louis B. Mayer

John Lancaster, for years prominently connected with the film industry and widely known as a manager for film stars and players, has been appointed an assistant to Louis B. Mayer, vice-president and producing head of the Metro-Goldwyn-Mayer studio.

Mr. Lancaster's first duty will consist of the reorganization of the casting department, due to the resignation of Clifford Robertson, who has headed that department during the last two years. Robertson will be succeeded by Fred Beers, who has been identified in the same capacity with a number of other picture producing organizations.

Paramount Profits for Nine Months 5 Millions

The Paramount Famous Lasky Corporation, in its consolidated statement, which includes earnings of subsidiary companies, reports combined net profits of $2,118,101.85 for the three months and $5,650,427.34 for the nine months ended October 1, 1927, after deducting all charges and reserves for Federal income and other taxes. The nine months figures include $698,214.32, Paramount's undistributed share of earnings of the Balaban & Katz corporation, a 65 per cent owned subsidiary.

After allowing for payment of dividends on the preferred stock, the above earnings amount to $3.40 per share for the three months and $9 per share for the nine months, on the average number of shares of common stock outstanding.

Educational Outlines Its Output for Next Month

There are six two-reel comedies, eight one-reel comedies, novelty and scenic pictures and ten Kinogram releases on the Educational program for January.

"There It Is," the first comedy Charley Bowers has made with his magic process for Educational, will be released on January 1. It shows Bowers in the leading role—that of a burlesque Scotland Yard sleuth. On the same date, Larry Semon's new comedy, "Dummies," also is to be released. Semon has built a comical story around the adventures of an entertainer in a medicine show.

Al St. John returns after a brief vacation in "Racing Mad," a Mermaid Comedy. Dorothy Devore portrays one of her favorite characters in "Cutie," her new starring vehicle for the month. The comedienne is shown as a young bride.

"Wildcat Valley," is a new Tuxedo Comedy featuring Johnny Arthur, presents the former stage comic in one of his typical characterizations. "High" Strung," another Mermaid Comedy, features Jerry Drew in a thrilling fast-action comedy having to do with a society burglar, a hypnotist and a slightly unsteady pleasure seeker.

Three Cameo Comedies are on the month's program. Monte Collins is featured in "Fall In" and also in "Wedding Slips." Two Felix the Cat animated cartoon comedies from the Sullivan Studios will be released during the month. Felix the Cat in the Smoke Scream" and "Felix the Cat Draggin' the Dragon" are the titles of these two cartoon comedies.

Quimby in Emphatic Denial That M-G-M News to Quit

Branding rumors to the effect that Metro-Goldwyn-Mayer was considering the withdrawal of M-G-M News from the market as idle and malicious gossip, Fred Quimby, short subject sales manager for M-G-M, last week declared that M-G-M News is here to stay. M-G-M News continued Mr. Quimby, came into the field purely and simply as the result of exhibitor demand for news reel service that would be on the same high plane as the features being produced and distributed by the company of the same name.

Evidence of this fact, he further stated, lies in the enthusiastic reception which has been accorded M-G-M News in the thousands of theatres in the United States where this news reel is now a twice weekly feature of every program. Mr. Quimby went on to say: "In the short space of four months M-G-M News has developed from only a new idea of what the finest news reels service should be to the point which it occupies at the present time.

"Every day, every week sees M-G-M News a greater and greater force in the news reel field. The volume of business is not only most gratifying, but it constitutes a unique record in motion picture marketing. Any talk of the suspension of M-G-M News service is utter nonsense and we are right now accepting new contracts and renewal contracts for this service."

Tiffany-Stahl Denies Tale Of L. B. Mayer Affiliation

Commenting upon the rumors to the effect that Louis B. Mayer is expected to become affiliated with the Tiffany-Stahl organization, M. H. Hoffman, vice-president and general manager of the company said:

"This is one case where the old 'smoke and fire' adage won't hold because there isn't even a wisp. Whereas we admire Louis B. Mayer as a man and as an executive, there would be no good reason or advantage for any of the parties in such an affiliation.

"There have never been any negotiations for or intentions to have Mr. Mayer join the Tiffany-Stahl organization," concluded Mr. Hoffman, "and for once in this instance, Dame Rumor has gone totally wrong."

Made Time On "We" News

Paramount News again proved its worth in news reel service last week, when it had pictures showing Lindbergh arriving in Mexico City, exhibited in the United States approximately 48 hours after "We" had landed in the Mexican capital.

1927 Eventful for Exhibitors

By R. F. WOODHULL

President of The Motion Picture Theatre Owners of America

GREETINGS! Even though the closing of a year enables us to feel imbued with a finer spirit in commencing the work of the New Year, yet it also brings the inevitable fact to our minds that another twelve months period has elapsed, leaving us that much less of a deposit in life's savings book. But if we can honestly record that the passing year has been one of constructive effort and stretches over real accomplishments, then the situation has all the joy and satisfaction attached that life can afford.

I take pardonable pride in expressing the belief that in 1927 we have brought to the exhibitors of the country elements of progress and substantial advancement through the Motion Picture Theatre Owners of America which makes it one of the banner years i nthe history of our organization. We entered upon the year influenced by the belief that more could be accomplished through helpful co-operation and understandings than in any other way. At our Columbus Convention we resolved to test out this conciliation plan and approached the situation in an open, honest way. In the main, our efforts have been met in the same fashion and the results of the year prove the validity of our position.

It was plain to those who made an analysis of the situation that if we could set aside distrust and let reason prevail, much of the trouble within our business would disappear. This plan was adopted. Some were skeptical about the move. But it has proved its own value. The Federal Trade Practices Conference was one of the results of this understanding. There may have been other contributory factors. But a real determination to get together on some of our problems featured the Conference. Some even doubted the practicability of any such move. But it came and we remained together a full week under the co-operative and skillful direction of Commissioner Abram Myers.

The spirit of conciliation prevails more in our industry now than at any previous time. We are not perfect yet. No, far from it, but we are going in the right direction. Our chief work has always been and always will be to care for the independent exhibitor. We want no wars within the industry. We want to build and advance—and experience proves to us that there are enough powerful elements in this business so fairly disposed that this plan will prevail and that the square deal and mutual understanding will prevail in an ever increasing measure.

May I, through your magazine, on behalf of the Motion Picture Theatres Owners of America, express to theatre owners and all others in our industry my best wishes for a real constructive and prosperous 1928.

Tiffany-Stahl Appointments

General Sales Manager Ed J. Smith, of Tiffany-Stahl Productions, has made the following appointments in the sales force:

Allan Moritz, formerly manager of the Detroit exchange, has been transferred to the Pittsburgh office. Charles Weiner has been shifted to manage the Cincinnati exchange. James Beal succeeds J. A. Gage as manager of the Portland office, and Mr. Gage has been put in charge at the Seattle office.

"Abie's Irish Rose" Cast Completed by Paramount

__The casting for the Paramount picturization of Anne Nichols' "Abie's Irish Rose" has been completed."

Jean Hersholt plays Solomon Levy, the father of Abie, which role is being essayed by Charles Rogers. Nancy Carroll will be Rosemary Murphy, and J. Farrell Macdonald plays the Irish father, Patrick Murphy. The role of the rabbi is in the hands of Camillus Pretal, a newcomer to the screen, while Nick Cogley, veteran character actor, is Father Whalen. Rose Rosanova plays Sarah, the deaf housekeeper, and Betty May, Esther Garcia, Linda Lorado, Marie Janess, Marie Stapleton and Jean Stewart are the six bridesmaids.

The parts of Mr. and Mrs. Isaac Cohen are being played by Bernard Gorcey and Ida Kramer, who created the roles during the five and a half year run of Abie" in New York. Miss Nichols is personally supervising the production, which Victor Fleming is directing. Jules Furthman wrote the scenario, and Harold Rosson is chief cameraman.

M-G-M Greatest Program of Production Under Way

With eight big pictures in production, thirteen in the process of cutting and editing and a large number in the final stages of preparation for actual filming, M-G-M is now undertaking its most comprehensive producing schedule since the tri-studio merger of three years ago.

Of the pictures now being filmed John Gilbert is starred in "The Cossacks," which George Hill is directing; Norma Shearer is starring in an unnamed vehicle, which Sam Wood is directing, and William Haines is being starred under the direction of Jack Conway in "The Smart Set."

Joan Crawford and James Murray are being featured in Lucien Hubbard's film version of the famous musical play, "'Rose Marie." Lon Chaney is being starred in "The Big City," which Tod Browning is directing; Tim McCoy is making "Riders of the Dark," while George K. Arthur and Karl Dane are being directed by Robert Z. Leonard in their third co-starring vehicle "Baby Mine."

Norma Shearer is next to be directed by Sidney Franklin in "Trelawney of the Wells," a screen version of the old English play; John Gilbert's next starring vehicle will be a Mississipi river steamboat story of ante-bellum days, which will be directed by Harry Beaumont from Frances Marion's original story; John Colton is writing a story with a tropical background as Greta Garbo's next starring vehicle; Lawrence Stallings is writing a melodramatic sea romance for Ramon Novarro, which William Nigh will direct, and F. Hugh Herbert and Chester Franklin are writing a boob detective story which Franklin will direct with Arthur and Dane as co-stars.

Lon Chaney is next to be starred in "Laugh, Clown, Laugh," a screen version of the play which was first produced in Rome and later presented in New York and Los Angeles with Lionel Barrymore in the starring role.

Two More Directors Signed

Two more prominent directors were added to the Columbia line-up last week, when Harry Cohn, vice-president in charge of production, signed James Flood and Jomes Horne to handle the megaphone on several future productions.

Both Mr. Horne and Mr. Flood have been connected with the motion picture industry since its infancy. Mr. Horne started his career as a director with Kalem and he has acted in a similar capacity for Universal, Pathe, Hal Roach, Thomas Ince, Robertson Cole and De Mille. Mr. Flood made his debut with the Old World company and has directed for Vitagraph, Warner, Fox and First National.

Issue Charlie Chaplin Revival

Charlie Chaplin in a revival of one of his funniest comedies, "Sunnyside," attracts attention to the Pathe short feature program for the week of December 25, which also lists "Love in a Police Station," Mack Sennett comedy; "The Junk Man," current Aesop Film Fable; the eighth chapter of the Pathe serial, "The Masked Menace;" Pathe Review No. 52; "Bucking the Handicap," a Grantland Rice Sportlight release; Topics of the Day No. 52 and two issues of the Pathe News.

Dick Dix in "Sporting Goods"

Filming of Richard Dix's next Paramount picture, soon to be seen in New York, was completed at the Hollywood studios Dec. 10 with Dix doing the last sequence, playing golf in a rain storm. This picture, originally intended as "The Travelling Salesman," is now titled, "Sporting Goods." Gertrude Olmsted plays the leading feminine role.

You'll pack in the kids during the Holidays
with
CHARLIE CHAPLIN IN "SUNNYSIDE"
A re-issue with new prints and accessories
Pathé
1508 Davenport St. Omaha, Nebr., Albert Danke, Mgr.
1003½ High St. Des Moines, Iowa L. L. Phillips, Mgr.

MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St.
Omaha, Neb.
Telephone—Harrison 1285
MADELINE GRAHL Des Moines Rep.

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Columbia Exchange to Handle Artclass Product

Negotiations have been completed between Columbia Pictures corporation and Artclass, whereby Columbia will handle all of Artclass' short product in Iowa, Nebraska, South Dakota and Minnesota.

It is announced that a special sales force will be put on by Columbia to handle distribution on an extensive scale of Artclass' entire lineup of "Shorts."

BRIGHT BITS *and* NEWSY NOTES

Members of the Universal staff wore 22 buttons Saturday, celebrating Carl Laemmle's 22nd year in the film business.

* * *

Frank Pennington of the Rialto Theatre at Clarinda, Ia., visited Movie Row last Saturday.

* * *

Miss Josephine La Grico, switchboard operator at the Loyal Hotel at Omaha, was married Sunday to a member of Vincent Lopez's orchestra. The couple had not seen each other before or since the orchestra played in Omaha. The bridegroom, however, found time to slip back to make Miss La Grico his wife.

* * *

One of the exhibitors came down to the desk at an Omaha hotel the morning after a little social gathering. He slammed his fist down on the desk and in a loud voice he declared to the clerk that it was the understanding when he came aboard the night before that the ship was not to leave port until morning, and that he had been hanging on to the deck all night trying to keep from being swept overboard. "Now get back into port as fast as you can and stay there until this gale blows over," he ended.

* * *

E. P. Kennedy, whose theatre at Litchfield, Nebr., burned down several months ago, has redecorated the theatre and purchased new equipment from the Quality Theatre Supply Co. The theatre was to reopen Saturday, December 24.

* * *

Charlie Williams, Sherman Fitch and Jimmie Weeks were having dinner in a restaurant at Wymore, Nebr., during the big blizzard. Fitch, referring to Williams' theatres, asked him what he had on that night. A passing waitress caught the last question and answered for Williams. "He ought to have on his red flannels a night like this," she put in.

* * *

Fritz Friend has bought a new Cadillac coach. We wonder if he bought it out of the proceeds of the Monday night bowling game.

* * *

Skinny Ebersol, our "little" friend from Avoka, Ia., has given up exhibiting and sold his theatre.

Harmony As The Year Closes

BY EARL A. BELL
President of Omaha Film Board of Trade

RECENTLY C. C. Pettijohn, general counsel of the Film Boards of Trade of the United States, together with Pete Woodhull, national president of the Motion Picture Theatre Owners association, paid a visit to Omaha. Their visit was at a physchological time, for it so happened that the Nebraska and Iowa unit of Mr. Woodhull's organization was in convention at the same time.

In a meeting attended by Messrs. Pettijohn and Woodhull and the executive heads of the Nebraska and Iowa Theatre Owners association, together with the various branch managers of the many distributing organizations of Omaha, there was a gratifying note of friendship, confidence and good will. This is as it should be, for the success of distribution and exhibition business depends largely and in a measure on the co-operation of distributor and exhibitor.

A most happy report is one that spells co-operation in a whole hearted manner. The various branch managers of the Film Board of Trade, together with the several exhibitors that make up the personnel of the arbitration board, are to be commended for the splendid manner in which the arbitration board is functioning. Thousands of dollars have been saved by both distributors and exhibitors by taking their grievances to the arbitration board and abiding by the judgment of six men who, without prejudice or malice, satisfactorily settle without resorting to a court of law any differences of opinion that might exist.

It is with considerable pleasure that we can report to the many exhibitors throughout the two states embodying this territory who, unfortunately, did not attend the banquet of the Motion Picture Theatre Owners association, when both Messrs. Pettijohn and Woodhull stated that the local arbitration and film boards were functioning in a manner second to none in the country. In a great measure, we are indebted for the untiring efforts of Charles Williams, the president of the local Theatre Owners' association and the exhibitor members of the arbitration board.

A whole hearted vote of thanks can be readily given to the members of both the film and arbitration boards for their splendid co-operation in the past year.

The anticipation of similar co-ordinated effort during the New Year will undoubtedly end in its realization.

The Passing Show of 1927

A Review of the Year In Twelve Short Reels

The Film Daily announces that $197,000,000 will be spent for productions in the California studios during 1927.

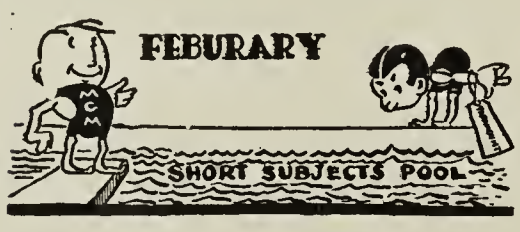
Laugh Month gets under way throughout the nation.

D. W. Griffith returns to United Artists.

Seventy-seven persons die in a theatre fire in Montreal.

Industry honors Carl Laemmle on his sixtieth birthday.

Ray Hall becomes editor of Pathe News.



Metro-Goldwyn-Mayer announces its intentions to enter the short subject field with comedies and news reels.

M. H. Hoffman of Tiffany announces that his company will distribute third dimension pictures.

"Variety" takes first place as the most outstanding picture of 1926 in the Film Daily canvass.

Harvard announces a series of lectures on the picture industry in the Harvard Business School.

New York Morning Telegram declares that United Artists and Metro-Goldwyn-Mayer will merge within the next three months.

M. P. T. O. A. sets May 17-18 as date of annual convention in Columbus, O.

Educational merges its producing units into a single firm.

S. R. Kent announces that Paramount will enter short subject field.

Frank Rembusch of Indiana asks that the anti-trust division of the Department of Justice investigate unfair practices in the film industry.

The Roxy Theatre opens in New York.

Joseph P. Kennedy denies that FBO will merge with any other company.

Eli Whitney Collins resigns as president of the M. P. T. O. A.

David Schaefer of New Jersey wins the national Laugh Month exploitation contest.

Paramount moves all production to the West Coast, ceasing all activities at the Long Island studios.

First National begins its tour of colleges for male talent.

Theatres called upon to aid the flood sufferers of the Mississippi.

Earl Williams, one of the screen's first stars, dies in Los Angeles.

Pathe and Producers Distributing Corp. complete merger plans.

Date of M. P. T. O. A. convention changed to June 7, 8 and 9.

William Fox closes a deal by which he takes possession of the Roxy Theatre and the Roxy circuit. The deal involves 15 million dollars.

R. F. "Pete" Woodhull is elected president of the M. P. T. O. A. to succeed Eli Whitney Collins. Woodhull elected to serve until the convention.

Famous Players-Lasky becomes Paramount Famous Lasky.

Joseph Schenck is elected president of United Artists. He succeeds Hiram Abrams who died.

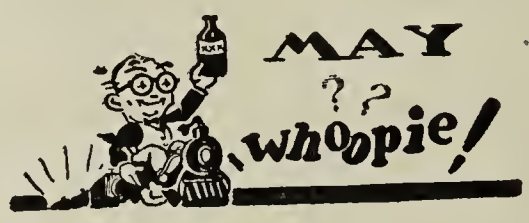
Five companies are named in a talking picture device pool with the Radio Corporation of America and the General Electric Co. The companies are P. D. C. Universal, First National, M-G-M and Paramount.

William Le Baron becomes vice president in charge of production for FBO.

Al Fair resigns as head of Universal chain theatres.

John McGuirk becomes president of First National.

Warner Brothers buys the control of Vitaphone.



Film companies hold sales convention in Los Angeles.

Dan Michalove appointed to head Universal chain theatres.

"The King of Kings" has premiere in New York.

Pathe stockholders ratify the expansion plans.

Newsreels show unusual efficiency in distributing pictures of Lindbergh's arrival in New York.

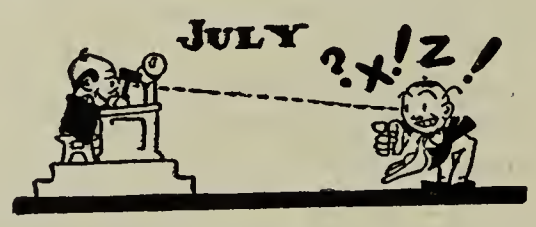
Film Booking Offices of America changes its name to FBO Pictures Corporation.

Pathe and P. D. C. announce the product for the combined companies.

Jimmie Grainger signs with Fox to head sales department for six years more.

M. P. T. O. A. holds national convention in Columbus. "Pete" Woodhull elected president. Producer-exhibitor members are recommended.

The E. E. Fulton Company announces plans to enter equipment field on national basis as competition to National Theatre Supply Co.



Federal Trade Commission disapproves of block booking. Paramount denies charges made by the commission.

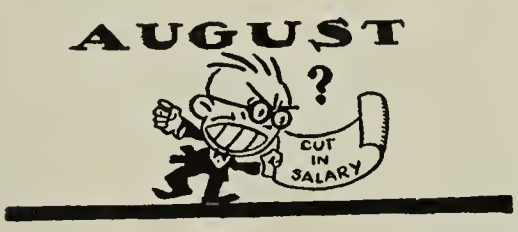
Pete Woodhull recommends a school for M. P. T. O. managers.

M. D. Clofine is appointed to head M-G-M News.

June Mathis, noted screen writer, dies in a New York theatre.

M. P. T. O. A. invites chain theatres into the organization.

The Christie brothers dispose of their interest in Metropolitan Pictures by selling to Pathe - De Mille.



All branches of the industry promise to practice strict economy.

Paramount News makes its bow. M-G-M short subjects enter the field.

Fox sells entire output to the Pantages circuit.

Frank Wilson, production financier, arouses the industry with his charges of mediocrity in pictures.

American Society of Composers and Authors raise its license fee to ten cents per seat.

"The Callahans and the Murphys" begins to arouse the indignation of the Irish.

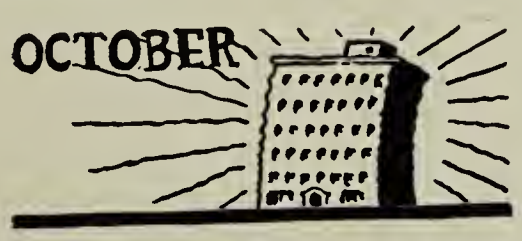
Chicago theatres experience a walk-out and a lockout.

Marcus Loew dies after several months of illness.

New rumors of mergers arise. Pathe, First National, and FBO named in new three corner combination.

John J. McGuirk resigns as president of First National. Clifford B. Hawley named as sucessor.

Nicholas Schenck is elected president of Loews, Inc.



Federal Trade Commission opens its trade practice conference.

All eyes of the industry are turned toward the trade practice conference.

Plans for the revision of the standard exhibition contract are announced.

Nat Rothstein becomes Universal's advertising manager.

Controversies over the fight films begin.

Pathe celebrates the appearance of 11 first runs on Broadway.

John Stahl becomes vice president in charge of production for Tiffany.

"Beau Geste" wins Photoplay Magazine gold medal.

Tiffany-Stahl buys the Fine Arts studios in Hollywood.

Sidney S. Cohen is made president of the new motion pictures board of trade and commerce.

Metro - Goldwyn - Mayer withdraws "The Callahans and the Murphys" from the screen.

A text book, "The Story of the Films, As Told by the Leaders of the Industry," makes its appearance. Edited by Joseph P. Kennedy, president of FBO.

Rumors of the Wesco-Stanley-F & R Saxe-Shouras merger get under way, making it the greatest chain of motion picture theatres ever conceived.

Fight film repeal bill introduced in the House on the opening day of Congress.

Orpheum-Keith-Albee merger rumors become a fact.

We'll, have to go to press now. So best wishes for the new year.

Universal "Joy Week" To Overcome Xmas Slump

In order to inspire exhibitors during the week of December 25 to 31, the showman's toughest week, and to put the full power of the Universal organization behind the theatre men for this period, Carl Laemmle has announced that Christmas week will be known as "Joy Week" in the Universal exchanges. Every possible step will be taken by the Universal branch managers and salesmen to supply exhibitors with crowd-getting pictures, especially comedies. Also, additional steps will be taken to help the exhibitor exploit his show during the week.

The special "Joy Week" press sheet contains a large variety of suggestions by which the exhibitor can attract his patrons during the week following Christmas. Also there is a wide selection of special Joy Week ad cuts, carrying the holiday spirit and stressing the comedy angle. Mats of these ads may be had free at any Universal exchange. They include both one and two column ad layouts to use with your picture title, as well as slugs and bottom lines.

The press book also lists a number of excellent gadgets which may be had to boost Joy Week patronage. They include banners, post-cards, buttons, photo stamps, and material for tie-ups. A complete list of national tie-ups with Universal comedians and comediennes, including Reginald Denny, Laura La Plante, Snookums, and Glenn Tryon, is included.

Sally O'Neill Starts On Initial First Natl. Picture

With Sally O'Neill and Donald Reed heading the cast, Robert Kane and Allan Dwan have started their third Western-made production, "Mad Hour."

This is Miss O'Neill's first appearance on the First National lot, while Reed already has one splendid performance behind him. He played opposite Colleen Moore in "Naughty But Nice."

Tod Browning Signs a New M-G-M Contract

Tod Browning, director of practically all of Lon Chaney's recent successes, has signed a new long-term contract with M-G-M.

Browning, who made "London After Midnight," which has played to big business at the Capitol Theatre, New York, this past week, is now completing "The Big City," in which Chaney has the role of a New York gangster. As soon as this picture has been finished the director, accompanied by his wife, will leave for a three-months' vacation in Europe.

Browning is known as one of the real pioneers of the motion picture industry. He grew up with the show business. He has been a movie actor, as well as director, has appeared in vaudeville, in burlesque, and traveled with carnival troupes.

Vacation at Warner Bros.

Warner Bros. studio, which is to close shortly for a period of eight weeks because the company is now far in advance of its production schedule, has still three companies at work. It is expected that these will complete their activities this week, at which time the stars, directors and other members of the organization will be given a vacation until February.

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING DECEMBER 17

MOON

Back to God's Country, (Universal), Renee Adoree, Robert Frazer.

BUSINESS: Very good.

AUDIENCE REACTION: Very fine.

SUMMARY: Romance of the wild wastes of the north country. Miss Adoree is a little French-Canadian girl.

ENTERTAINMENT MERITS: 80 per cent.

SUN

Ben Hur, (M-G-M), Ramon Navarro, May McAvoy.

BUSINESS: Fair.

AUDIENCE REACTION: Excellent.

SUMMARY: A romantic story of the time of Nero. A thrilling chariot race. Third return engagement.

ENTERTAINMENT MERITS: 95 per cent.

WORLD

High School Hero, (Fox), Sally Phipps, Chas. Paddock.

BUSINESS: Very very good.

AUDIENCE REACTION: Fine.

SUMMARY: High school romance of two athletes who love the same girl, causing rivalry in their school and atheletic activities.

ENTERTAINMENT MERITS: 85 per cent.

SHORT SUBJECTS: Just a Husband, Helen and Warren Comedy.

RIALTO

The Gorilla, (First National), Chas. Murray.

BUSINESS: Excellent.

AUDIENCE REACTION: Thrilled and liked it.

SUMMARY: One of the season's creepiest mystery shows. Story of a gorilla from the underworld, strangler and kidnaper.

ENTERTAINMENT MERITS: 85 per cent.

RIVIERA

The Fair Co-Ed, (M-G-M), Marion Davies.

BUSINESS: Very good.

AUDIENCE REACTION: Very good.

SUMMARY: An interesting view of college life with Miss Davies as a typical American girl interested in sports and just a little naughty.

ENTERTAINMENT MERITS: 80 per cent.

ORPHEUM

The Satin Woman, (State Rights), Mrs. Wallace Reid.

SUMMARY: A woman is so engrossed with her position as a social leader of fashion that she forgets she is a wife and mother until too late.

ENTERTAINMENT MERITS: 85 per cent.

Strikes and Spares

O-M-A-H-A

FILM INDUSTRIAL LEAGUE

M-G-M	25	11
F. N.-U. A.	21	15
FBO Warner-Liberty	21	15
Paramount	18	18
Pathe	15	21
Uni.-Blizzards	10	26

High 3 game total—FBO Warner Liberty ---------- 2520

High single game total Paramount ---------- 934

INDIVIDUAL AVERAGES

Comer	190	Fletcher	151
Gorham	181	Pomy	150
Hensler	176	Nightingale	150
Phillips	175	Fangman	150
Cross	174	Booth	146
Morrison	162	Connors	143
Doherty	160	Harms	143
Danke	160	M. Monsky	142
Weitz	159	Strickland	138
Bierman	158	Van Dollan	137
Williams	156	Branson	137
Fridell	156	Trent	137
Stolte	155	Malchaw	135
P. Monsky	156	McCool	132
Barker	154	Diamond	130
Mendelson	154	Okum	131
Howell	153	Fischer	128
McLucas	152	Wilson	119
Faulds	152	Anderson	118

High three game total—Comer ---- 661

High single game total—Cross ---- 255

LADIES FILM LEAGUE

Team	P	W	L	P	Pct.
Fox	24	20	4	9650	833.
FBO	24	14	10	9030	583.
M-G-M	24	10	14	8849	417.
Warner-Uni.	24	4	20	7870	167.

INDIVIDUAL AVERAGES

Cross	150	Wood	81
Casper	129	Lonergan	81
Phillips	117	Molseed	79
Gillen	106	Miller	78
Blesh	104	Thortson	77
Anderson	99	Palmer	77
Coughey	97	Trent	75
Frankson	93	Nepodal	73
Foley	89	Peterson	68
Gilchrist	87	Green	66
Barta	82	Perrine	58

One of the greatest surprises was the attendance of Mr. and Mrs. Earl Bell, who witnessed the Film League bowl. Knowing what would happen with Mr. Bell and Fritz Friend in the same building, we all waited around, not to be disappointed. The match was bowled between Mr. Bell and Mr. Friend. Inasmuch as there was $2.50 at stake, it is needless to say who won. Some call him the Scotchman.

* * *

There was an unusually good attendance Monday night. From all appearances it was ladies' night. All wives and sweethearts attended, to our knowledge, with one exception. Fritz, please explain.

* * *

There was also another match: Frank Hensler and Fritz Friend vs. Earl Bell and Comer. Because of misunderstanding and instructions, "tongue" ruled from then on. I know you can pick the winner of the four. Of course, Fritz was a little at disadvantage because of the pig latin which was used occasional ly. Fritz says he cannot understand pig latin because of not knowing how the words are spelled.

* * *

Fritz gave the crowd the big laugh of the evening when one of the boys fouled, the red light showing, by his shouting "fire." Plenty of promoters were on hand. Foremost, Jimmy Abrose and Mayer Monsky.

* * *

Al Danke certainly tried to down the leaders in more than one game, contributing 579 as a total, but the other members of the team made the burden too great.

* * *

Understand Cross was double-crossed and the goose now hangs high in the Van Dollan abode.

* * *

It takes the Paramount boys to bowl the high totals. Some weeks ago they rolled 899. Last Monday they bowled 934, establishing a new high game record. Only for Barker's 146 came, it certainly would have been a "Wow."

* * *

Do not miss next week's issue—the bowlers New Years' resolutions.

* * *

Six ducks were given away Monday night. Doherty, McLucas, Morrison, Bierman, Trent and Weitz were the lucky ones. Don Cross received a goose and Comer a turkey.

A THRILLING STORY OF NEWSPAPER LIFE!
"A WOMAN AGAINST THE WORLD"
By ALBERT SHELBY LE VINO
With
HARRISON FORD - GEORGIA HALE - LEE MORAN
HARVEY CLARK - WALTER HIERS - GERTRUDE OLMSTEAD
WILLIAM TOOKER - IDA DARLING - SALLY RAND
WADE BOTELER - FRANK HAGNEY
DIRECTED BY
GEORGE ARCHAINBAUD
TIFFANY-STAHL PRODUCTIONS INC.
The Better Entertainment
ONE OF THE 24 GEMS FROM TIFFANY
TIFFANY - STAHL PRODUCTIONS, INC.
M H. HOFFMAN, VICE PRES

Distributed by **RENOWN PICTURES Inc.**

H. F. LEFHOLTZ, Manager
1516 DAVENPORT ST. OMAHA, NEBR.

Most Profitable Pictures In 1927

According to Direct Reports from Exhibitors

Movie fans like their favorite actors in military uniform, judging from responses received by this publication from exhibitors in this territory to inquiries regarding the pictures which had proved to be the most successful during the year just closing. The reports named 160 pictures.

It seems to be more than a coincidence that the first five out of the ten pictures picked as the most popular with their patrons had a military theme. The possible exception to this was "Ben Hur," if that can be classed as being military in any sense, although the tread of the Roman legions in this production resounded throughout the action.

In order to glean first hand information on those pictures which have proved to be the most profitable for exhibitors, questionnaires were sent to them with the request that they list in order those which had shown the greatest box office appeal. No suggestions of any kind were made as to what pictures should be voted upon, the responses coming entirely from the exhibitors themselves.

First ranking went to "Rookies," one of the first of the comedies with a military setting, in which Karl Dane and George K. Arthur depicted the trials and tribulations of a training camp. "The Big Parade" ranked second, possibly due to the fact that it has not yet been accorded complete distribution among the smaller exhibitors. The balance of the rankings in order follows:

1. **Rookies (M-G-M)**
2. **The Big Parade (M-G-M)**
3. **Ben Hur (M-G-M)**
4. **Tell it to the Marines (M-G-M)**
5. **Beau Geste (Paramount)**
6. **The Kid Brother (Paramount)**
7. **The Callahans and the Murphys (M-G-M)**
9. **The Magic Garden (FBO)**
10. **McFadden's Flats (First National)**

The following pictures received honorable mention:

Slide, Kelley, Slide (M-G-M)
The Cat and the Canary (Universal)
Hula (Paramount)
Tillie the Toiler (M-G-M)
Drums of the Desert (Paramount)
Laddie (FBO)
Silent Hero (Rayart)
The Great K & A Train Robbery (Fox)
The Unknown (M-G-M)
Chang (Paramount)
We're in the Navy Now (Paramount)
The Overland Stage (First National)
Tin Hats (M-G-M)
Black Diamond Express (Warner Bros.)
Silk Stockings (Universal)
Three Bad Men (Fox)
The Scarlet Letter (M-G-M)
The Winning of Barbara Worth (U-A)
The Great Mail Robber (FBO)
The Way of All Flesh (Paramount)
Twelve Miles Out (M-G-M)
A Light in the Window (Rayart)
What Price Glory (Fox)
Underworld (Paramount)
The Rough Riders (Paramount)
The 13th Hour (M-G-M)
Faust (M-G-M)
Moon of Israel (FBO)
The Red Kimono (State Rights)
The Volga Boatman (Pathe)
Naughty But Nice (First National)
Painting the Town (Universal)
Cruise of the Hellion (Rayart)
The Last Trail (Fox)
The Freshman (Pathe)
Topsy and Eva (United Artists
Flesh and the Devil (M-G-M)
The Better Ole (Warner Bros.)
Rejuvenation of Aunt Mary (Pathe)
The Country Doctor (Pathe)
Tarzan and the Golden Lion (FBO)
Keeper of the Bees (FBO)
Lost at the Front (First National)
Summer Bachelors (Fox)
The Nervous Wreck (Pathe))
The Fire Brigade (M-G-M)
Fast and Furious (Universal)
Man of the Forest (Paramount)
Forlorn River (Paramount)
The Quarterback (Paramount)
Flaming Frontier (Universal)
Take it From Me (Universal)
Road to Romance (M-G-M)
Let it Rain (Paramount)
The Drop Kick (First National)
Shanghai Bound (Paramount)
Lightning (Tiffany)
Jaws of Steel (Warner Bros.)
Adam and Evil (M-G-M)
Clancy's Kosher Wedding (FBO)
The Bush Leaguer (Warner Bros.)
The Unknown Soldier (Pathe)
A Kiss in a Taxi (Paramount)
Subway Sadie (First National)
Firemen Save My Child (Paramount)
Wine (Universal)
Alias the Deacon (Universal)
Tell it to Sweeney (Paramount)
Silver Valley (Fox)
Frisco Sally Levy (M-G-M)
Getting Gertie's Garter (Pathe)
The Gorilla (First National)
Orchids and Ermine (First National)
No Man's Gold (Fox)
The Gorilla Hunt (FBO)
Fig Leaves (Fox)
Dempsey Fight Pictures (State Rights)
The Waning Sex (M-G-M)
The College Widow (Warner Bros.)
It Must Be Love (First National)
Mr. Wu (M-G-M)
While London Sleeps (Warner Bros.)
Torrent (M-G-M)
Up in Mable's Room (Pathe)
Hills of Kentucky)
Jesse James (Paramount)
Magic Flame (United Artists)
Metropolis (Paramount)
Four Horseman (M-G-M)
Somewhere in Sonora (First National)
The Bat (United Artists)
Phantom of the Opera (Universal)
Charlie's Aunt (Pathe)
Man on the Box (Warner Bros.)
Wild Horse Mesa (Paramount)
The Night Cry (Warner Bros.)
The Bugle Call (M-G-M)
The Beloved Rogue (United Artists)
The Chinese Parrot (Universal)
Monte Carlo (Fox)
White Gold (Pathe)
The Gay Retreat (Fox)
Paid to Love (Fox)
Cameo Kirby (Fox)
The High School Hero (Fox)
The Outlaw Breaker (State Rights)
What's Wrong With Women? (S-R)
The Silent Hero (Rayart)
Whispering Sage (Fox)
Arizona Bound (Paramount)
Last Outlaw (Paramount)
Casey at the Bat (Paramount)
For Heavens Sake (Paramount)
So's Your Old Man (Paramount)
The Iron Horse (Fox)
Abraham Lincoln (First National)
The 4th Commandment (Universal)
The Cohens and Kellys (Universal)
The Red Mill (M-G-M)
Black Pirate (United Artists)
The Broncho Twister (Fox)
Knockout Riley (Paramount)
Stolen Ranch (Universal)
Prowlers of the Night (Universal)
Senorita (Paramount)
St. Elmo (Fox)
Women's Wares (Tiffany)
Siberia (Fox)
The Plastic Age (State Rights)
Silent Mariner (Fox)
Honor First (Fox)
The Jade Cup (FBO)
The Campus Flirt (Paramount)
Michael Strogoff (Universal)
Son of His Father (Paramount)
The Understanding Heart (M-G-M)
The Flaming Forest (M-G-M)
The New Commandment (F-N)
Land Beyond the Law (First National)
The Old Soak (Universal)
The Runaway Express (Universal)
Sweet Rosie O'Grady (Columbia)
Prisoners of the Storm (Universal)
The Blood Ship (Columbia)
Behind the Front (Paramount)
Let's Get Married (Paramount)
Two-Gun Man (FBO)
Men of Steel (First National)

Voronina in "The Patriot"

Vera Voronina, Russian actress, will play a leading role in Emil Jannings' new Paramount picture, "The Patriot," which is to be directed by Ernest Lubitsch. Miss Voronina only recently returned to the studios following a prostrated illness. She was to have played opposite John Barrymore in his latest picture, but she was taken ill on the second day of her work. "The Patriot" will be Miss Voronina's first since she made "Huntingtower" with Harry Lauder, in England.

Herbert Brenon, Veteran Director, Starts 18th Year

Herbert Brenon, screen director, celebrated the eighteenth anniversary of his start in picture making in California this month, when he arrived at the Metro-Goldwyn-Mayer studios to prepare for directing Lon Chaney in "Laugh, Clown, Laugh."

Just eighteen years ago Brenon made one of the first pictures filmed in California, most studios at that time being in Chicago and New York. It was a film version of the stage play "The Heart of Maryland," starring Mrs. Leslie Carter.

Brenon came to pictures from work on the stage in the early days of the industry, and for ten years headed his own unit with Famous Players. Among his notable successes are "Sorrell and Son," "Peter Pan," "The Spanish Dancer" and "Beau Geste." He was borrowed from United Artists, where he is under contract, for the new production.

Chaney will play a clown in a vivid drama of life behind the scenes in vaudeville in the new story, adapted by Elizabeth Meehan from the stage play.

Five First Nationals Are Scheduled for Next Month

Ned E. Depinet, general sales manager for First National, has set the release dates for the five productions scheduled for January, which according to custom is to be First National Month.

"The Love Mart," the Billie Dove-George Fitzmaurice special, formerly called "Louisiana," has been removed from the January release list and set for December. The super-special, "The Private Life of Helen of Troy," which opened in New York Dec. 9, has had its release date delayed until January.

Dates for the January releases follow:

Jan. 1. "The Shepherd of the Hills," a special made from Harold Bell Wright's novel. Molly O'Day, Alec B. Francis and John Boles are featured.

Jan. 8, "The Private Life of Helen of Troy," directed by Alexander Korda from John Erskine's best seller. Maria Corda, Lewis Stone and Ricardo Cortez are featured.

Jan. 15. "French Dressing," directed by Allan Dwan. Featured players are H. B. Warner, Clive Brook, Lois Wilson and Lilyan Tashman.

Jan. 28. "Sailors' Wives," from Warner Fabian's novel, featuring Mary Astor and Lloyd Hughes.

Jan. 29. "The Noose," Richard Barthelmess' new vehicle from the stage success. Lina Basquette is the leading woman.

Best Draws In Shorts

Exhibitors Name Favorite Comedy Stars in 1927

Our Gang has preference among exhibitors as short subjects favorites, judging from the preferences received in response to a questionnaire which raised the question of the ten best. Charley Chase was a nose behind, with Lloyd Hamilton in third place. The remainder of the rankings in order follows:

1. **Our Gang (Pathe) (M-G-M)**
2. **Charley Chase (Pathe) (M-G-M)**
3. **Lloyd Hamilton (Educational)**
4. **Al Cooke (FBO)**
5. **Kit Guard (FBO)**
6. **Max Davidson (Pathe) (M-G-M)**
7. **Buster Brown (Universal)**
8. **Lupino Lane (Educational)**
9. **Billy Dooley (Educational) (Para.)**
10. **Bobby Vernon (Edu.) (Para.)**

These comedians received honorable mention:

Snookums (Universal)
Big Boy (Educational)
Andy Gump (Universal)
Felix the Cat (Educational)
Stan Laurel (Pathe) (M-G-M)
Harry Langdon (Pathe)
Billy Bevan (Pathe) (M-G-M)
Mabel Normand (Pathe)
George Lewis (Universal)
Aesops Fables ((Pathe)
Ben Turpin (Pathe)
Al St. John (Educational)
Jack Duffy (Edu.) (Paramount)
McDougal Alley Kids (State Rights)
Mickey McGuire (FBO)
The Fat Men (FBO)

THE DISTRIBUTOR'S DREAM

A very cruel melodrama in a single reel.

Scene: Office of Mush Pictures, Inc. Manager is seen playing poker with the booker. Enter exhibitor.

Exhibitor: Look here, your salesman called on me this week and he refused to give me a contract. I told him I wanted to sign for all Mush productions for the next fourteen years. They are the only pictures I make money on.

Manager: Well, let's see. We can give you "The Misplaced Corkscrew" for December 9 and 10, 1938. It's the only open date we have on any picture until August 4, 1952.

Exhibitor: I'll take it. (Exit Exhibitor)

Manager: He was a hard nut to crack. How are bookings coming, Joe?

Booker: Fairly good. We have not had an exhibitor shift a date on us for seven years. There have been no complaints, and I don't have a thing to do until year after next.

Manager: I wish I had something to do. We're booked solid on everything for so far ahead that the stars who play in the pictures for which we have already contracted are not born yet. Joe, lock the door so no exhibitor can get in.

(Distributor then wakes up as telephone call informs him that reel five of "Splinters on the Toe" has been shipped to Cheyenne, Wyo., with the print of "Loved With Fallen Arches."

(You May Drop the Curtain Here)

AN EXHIBITOR'S DREAM

An equally unkind playlet in another reel

Scene: Office of the S. R. O. Theatre. Exhibitor seen counting last $10,000 of the previous night's show. Enter film peddler.

Salesman: Say, what's the idea of wanting to contract for two more years of my company's stuff? Our pictures aren't any good and they won't make a cent for you.

Exhibitor: Don't talk like a jackass. If you don't sign me up for the rest of your product, I'll have the M. P. T. O. on your neck.

Don't talk back to me. You told me I wouldn't make money on your big special "Susie of the Spinach Patch," Why, man, I lined the crowd to the city limits on that one.

Salesman: Please don't make me sign you up again.

Exhibitor: You didn't charge me enough for "The Return of the Oyster." Now go back and tell your manager I want another statement. Now get out so I can finish counting my money.

(Exhibitor then wakes up and his wife tells him the show has gone broke.)

(Suggest the curtain here.)

Veidt to Star in Film Featuring "Black Magic

Universal's famous character actor, Conrad Veidt, has been selected for the stellar role in the picturization of "The Charlatan," New York stage play.

The story is based on the activities of a doctor who uses his ability to perform so-called "black magic" tricks and is said to be a role of rare emotional depth. The stage play, written by Leonard Praskins and Ernest Pascal, had a sensational Broadway run.

It also was announced that George Melford will direct the picture which will be under the personal supervision of Carl Leammle, Jr. Production will start almost immediately upon the completion of Veidt's present starring vehicle, "The Man Who Laughs."

Visitors in Movie Row last wek were Mr. Carroll of Colfax, Mr. Livermore of Garner, and Mr. Eddy of Indianola.

* * *

L. M. Palmquist, sales manager for Paramount, wil spend the Christmas holidays with his folks in Minneapolis.

* * *

O. C. Johnson, who has recently taken over the Atlantic and the Strand at Atlantic, Ia., has bought all the contracts which were held by B. Pierce, the previous owner, and was in Des Moines last week to make these arrangements at the film exchanges. Mr. Pierce, who has been an exhibitor at Atlantic for some time, is compelled to leave the theatre trade for a time due to a nervous breakdown. He plans to return to the theatre business after several years in complete rest.

* * *

Big storms, which piled the roads with snow and made traffic difficult in many ways, has played havoc with the theatre business for a number of exhibitors in smaller towns. Several theatres have reported that they are closing at this time due to lack of business which bad weather has occasioned. The Wonderland Theatre at Bradgate has closed, while the Opera House at Rowan has given notice that the theatre will close. C. H. Cookingham, who has been one of the leading exhibitors for years at Ayreshire, has closed his theatre after a long run and a previously very successful one. Mr. Cookingham is an old newspaper man and is interested in many of the leading enterprises in Ayreshire.

* * *

John Veenscheten, who has the Hiland Theatre, a Des Moines suburban house, has installed a Reproduco organ and has planned a number of musical programs for special treats for the holiday shows.

* * *

First National bowlers, who won two out of the three games played last week, are now in second place. "It won't be long now," they say, looking at the first place.

* * *

Oh, it was a grand and glorious feeling when the members of the staff of Universal received their checks as winners in the national contest of the Wives' and Mothers' drive just concluded. Al Yarowsky and M. Lee of the booking department also received bonuses as winners in second place in this district in the booking department contest.

* * *

T. H. Weil, who has the Opera House Theatre at Blairstown, Ia., has left for Biloxi, Miss., where he will spend the winter. Mr. Weil usually goes south for the winter. The theatre is left in charge of his son.

Riviera, at Waterloo, to Open Thursday, Dec. 21

Herb Grove, who has the very important job of opening up the theatre at Waterloo, the new Riviera, which is one of the A. H. Blank-Publix houses, is about the busiest man in the state. It has now been definitely promised that the theatre will be ready for opening before the old year dies and the New Year dawns.

The Riviera, which is one of the most unusual in design of Iowa theatres and one of the key theatres, is scheduled to open December 29. The midnight show on New Year's eve is being billed in big letters and promises to be a guaranty that the New Year will begin for the Riviera in flying colors.

Merry Christmas

FULCO

Happy New Year

THE E. E. FULTON CO.

Complete Theatre Equipment

—CHICAGO—

INDIANAPOLIS ST. LOUIS

MILWAUKEE

WHAT THE PICTURE DID FIRST RUN

AT DES MOINES THEATRES WEEK ENDING DECEMBER 17

CAPITOL

Gay Defender, (Paramount), Richard Dix.

BUSINESS: Fair.

AUDIENCE REACTION: Good.

SUMMARY: Pre-holiday slump made the box-office drop while there was some unfavorable comment on Dix film as being very light.

ENTERTAINMENT MERITS: 80 per cent.

STRAND

Woman on Trial, (Paramount), Pola Negri.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: For this pre-holiday season this picture did very well for a half week's run.

ENTERTAINMENT MERITS: 85 per cent.

STRAND

Jesse James, (Paramount), Fred Thomson.

BUSINESS: Poor.

AUDIENCE REACTION: Poor.

SUMMARY: People do not feel attracted to this film, which is not very strong anyway.

ENTERTAINMENT MERITS: 70 per cent.

DES MOINES

London After Midnight: (M-G-M), Lon Chaney.

BUSINESS: Fair.

AUDIENCE REACTION: Good.

SUMMARY: Business off as usual at this time of year, but picture did not do so well as expected.

ENTERTAINMENT MERITS: 80 per cent.

PICTURE NEWS

TOLD IN PICTURES

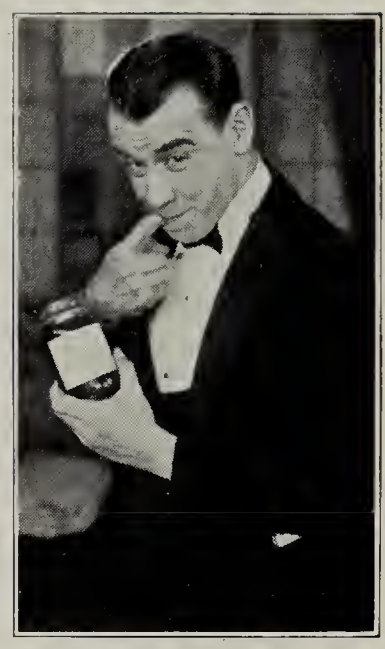
LAURA LA PLANTE

Miss La Plante, Universal star and wife of Director William Seiter, was recently hailed by President Carl Laemmle as the "most beautiful girl in motion pictures." Her two latest successes are "The Cat and the Canary" and "Silk Stockings."

Richard Arlen and Charles Rogers, in a scene from "Wings," the Paramount special production.

Jack Holt, erstwhile Western star, stars as an Englishman in "The Tigress" and as a secret service agent in "The Warning," both Columbia releases.

It's supposed to be jam and possibly "Home Made." That's Johnny Hines' new First National picture. At the right is Johnny.



Lupino Lane has his serious moments, most of them concerning his son Lauri, who is here being taught the manly art of self defense. Lane's an Educational star.

Earl Kossman, upon his return from a mission for Pathe to Abyssinia, is greeted by S. Barrett McCormick, editor of the Pathe Review.

Ruby McCoy, the latest addition to the Stern Bros. galaxy of bathing beauties, believes in being prepared for that forthcoming ride.

William Boyd, Pathe - DeMille star appearing in "Dress Parade," at the left makes visit to the Chicago branch and chats with one of the workers.

Jules White studies the mechanism of the speed device introduced on the Educational lot. Dwight Warren, chief cinematographer, at right. The attachment regulates the aperture of the lens to get light changes.

Gertrude Astor and George Sidney in a scene from the Universal production, "The Cohens and Kellys in Paris," directed by William Beaudine.

"RAGTIME," A Romance
A FIRST DIVISION PICTURE

Miss Dione visits John and the latter's mother and while there steals John's composition, which the villain sells as his own. The deception is laid bare.

Scott Pembroke, director, put many thrills in "Ragtime," but the meeting of the villian, the wife and the heroine makes a "big moment."

The bad man has locked the door of his publisher's office, when the heroine calls, but his wife enters via a wrecked window. A dramatic denouncement.

The PICTURE GUIDE

Little Tips on New Pictures

Little Mickey Grogan

Distributed by FBO.
DIRECTOR: J. Leo Meehan.
STAR: Frankie Darro.
SUPPORT: Jobyna Ralston, Carroll Nye.
TYPE: Comedy-drama.
TIME: The present.
LOCALE: New York City.
LENGTH: 7 reels.

SYNOPSIS: Little Mickey Grogan, a homeless boy, meets Winifred Davidson who takes him to her boarding house where he is given food and a place to sleep. The next day Mickey lines up in front of a soup kitchen where he meets Jeffrey Shore, an architect who has been forced to give up his work because of failing eyesight. A truant officer is about to lead Mickey away, the little fellow says that Jeffrey is his father, and takes Jeffrey to Winifred's boarding house. She induces the landlandy to permit them to occupy the attic. Jeffrey draws a plan which Winifred wants to show Mr. Cabel, her boss, but thinks it not good enough. They throw it away and Mickey picks it up and takes it to Mr. Cabel, who recognizes the work of Jeffrey Shore, formerly a famous architect. Cabel pays for an operation on Jeffrey's eyes and the story ends with Jeffrey once more a successful artist, and he and Winifred make a happy pair.

HIGHLIGHTS: Acting of Frankie Darro; comedy moments.

The Count of Luxembourg

Distributed by First National.
DIRECTOR: Arthur Gregor.
STAR: George Walsh.
SUPPORT: Helen Lee Worthing.
TYPE: Romance.
TIME: The present.
LOCALE: Paris.
LENGTH: 7 reels.

SYNOPSIS: From a sense of duty, Angele Didier, a beautiful Parisian actor, promises to marry an old Duke, but as he cannot marry an untitled person, he persuades her to marry an impoverished Count, exacting a promise that she divorce the Duke within two weeks. Angele marries Renee Duval, the Count of Luxembourg, and is banished to the Riviera to wait for the passing of two weeks. The Count also happens to be at the Riviera, and rescues Angele when his motor boat collides with a light skiff in which she is riding. The two meet again at a ball masque, and further complications ensue resulting in a duel, after which the Count and Angele learn that they are husband and wife, she having been behind a screen when the ceremony took place and did not know previously who her husband was, and he being in ignorance of her identity also.

A Texas Steer

Distributed by First National.
DIRECTOR: Richard Wallace.
STAR: Will Rogers.
SUPPORT: Louise Fazenda
TYPE: Comedy.
TIME: The present.
LOCALE: Washington, D. C.
LENGTH: 8 reels.

SYNOPSIS: Maverick Brander, wealthy ex-cowboy and ranch owner, is elected to Congress, and moves with Mrs. Brander and his daughter, Bossy, to Washington. Brassy Gall and Dixie Style knowing that Brander wants to put through the Eagle Rock Dam bill for the people of Texas, also goes to Washington to prevent the passage of the bill; and Captain Bright, in whom Bossy is very much interested, manages to be in the capital city at the same time. The night before the bill is to be put to a vote, Gall and Style capture Brander, take him to a lonely house and remove his clothes after locking him in and placing a man on guard. The next day Congress meets, and with Brander absent, the bill is tabled. In the meantime Brander finds an old-fashioned nightgown in the room where he is held captive, escapes, and appears at the congressional meeting just in time to expose his captors and get the bill passed. Bossy and Captain Bright finally get together for the happy ending of the romance part of the picture.

On To Reno

Distributed by Pathe.
DIRECTOR: James Cruze.
STAR: Marie Prevost.
SUPPORT: Cullen Landis.
TYPE: Farce comedy.
TIME: The present.
LOCALE: Reno, Nevada.
LENGTH: 7 reels.

SYNOPSIS: Bud and Vera Collins, a young married couple, are about to lose their home because they are unable to make an $850 payment which is due, when Vera accepts an offer of $1,000 to stay in Reno in the place of Mrs. Herbert Holmes who wishes a divorce but hasn't the necessary three months time to spare. Complications follow thick and fast when Bud follows Vera because he thinks she has gone to Reno to divorce him, and Mr. Holmes suddenly turns up at his Reno home to effect a reconciliation. The plot thickens considerably, too, when Mrs. Holmes also appears on the scene. After the excitement is over, Bud and Vera are reconciled as are Mr. and Mrs. Holmes, so all's well.

The Girl in the Pullman

Distributed by Pathe-DeMille.
STAR: Marie Prevost.
SUPPORT: Harrison Ford.
TYPE: Farce comedy.
TIME: The present.
LOCALE: An American city and railroad train.
LENGTH: 6 reels.

SYNOPSIS: Harrison Ford, a successful doctor, still has memories of his divorced wife, Marie Prevost, although her lawyer, Harry Myers, has compelled him to pay a stiff alimony. Marie likewise has an interest in her former spouse and is drawn back to his office for a friendly call. When she arrives the doctor is in conference with his wife-to-be, Katherine McGuire, and her mother. Marie immediately becomes jealous of her prospective successor, although her divorce from Harrison will become absolute within a few hours. She follows him as he takes his future wife and mother-in-law to a restaurant for lunch and, failing to get his attention, faints. As he is the only doctor in the place Harrison is forced to attend her. This precipitates the plans of the fiancee's mother, who suggests they get married immediately and leave with her on a honeymoon trip to California. The doctor agrees, and in the meantime his ex-wife and her attorney begin some watchful waiting, because the divorce decree is not yet effective. The couple is married and then followed to the train by Marie and her lawyer. All are on the train and settled in their compartments, when complications arise. A former suitor of the bride's also is aboard and when the doctor discovers that he really is not divorced, he goes back to his wife and his temporary wife finds her happiness. A train wreck upsets the plans, but unites the lovers.

With the New Year Comes

JOHN GILBERT and GRETA GARBO

in "LOVE"

The STUDENT PRINCE of old Heidelberg

Metro-Goldwyn-Mayer

FRANK HENSLER

MANAGER

OMAHA

IRVING S. MELCHER

LAWRENCE G. HENSLER

HERMAN L. BOOTH

SALESMEN

Wishing you

The Season's Greetings and Prosperity in 1928

They Don't Come Any Better!

CLAIRE WINDSOR
in
THE OPENING NIGHT

with JOHN BOWERS
E. ALYN WARREN

Directed by
EDWARD H. GRIFFITH

A Columbia Production

ANOTHER BOX OFFICE TRIUMPH FROM COLUMBIA PICTURES!
UNUSUAL PLOT DEVELOPMENT - WONDERFUL CHARACTERIZATION --GRIPPING ACTION-- STRONG AUDIENCE APPEAL
Screen It!
COLUMBIA PICTURES
GEMS OF THE SCREEN

FLASHBACKS

The Year in Review

JANUARY

H. J. Chapman, becomes Universal branch manager at Omaha.

City officials of Mount Vernon, Ia., attempt to stop a Sunday show presented by Miss Clara Hendrix at her Strand Theatre, and Miss Hendrix sues for $10,000 for illegal entry and destruction of property.

FEBRUARY

Receipts from the Strand Theatre, Omaha, are stolen from the cashier and porter who were on their way to the bank. The porter is shot to death. An arrest is made 24 hours after the hold-up.

The Isis Theatre, Webster City, Ia., is destroyed by fire.

The new Rex Theatre at Newton, Ia., is opened.

Walter Branson is appointed branch manager for Pathe at Omaha, and Brooks Tilsworth is promoted to the position of feature sales manager.

Harry F. Lefholtz takes over the Liberty Films, Inc., at Omaha.

The Palace Theatre, Sioux City, Ia., suffers a large loss from fire.

The annual get-together dinner is held by exchange men and exhibitors in the Des Moines territory.

MARCH

The Independent Film Co. of Omaha takes over the Columbia exchanges in Omaha and Des Moines.

The Capitol Theatre opens at Newton, Ia.

The M. P. T. O. of Nebraska and Western Iowa and the Chenoweth Film Company co-operate to produce a local newsreel.

APRIL

The new Riviera Theatre opens at Omaha.

Oscar Boettner, owner of the Auditorium Theatre at Madison, Neb., dies.

The Metro-Goldwyn team is in first place as the Omaha Film Industry Bowling League finishes the season.

MAY

Harry Melcher becomes Omaha manager for Fox, M. A. Levy being transferred to managership of Fox's Minneapolis branch.

JUNE

Stanley and Cecil, owners of the theatre at Bedford, Ia., payed the expense of an election to decide the question of Sunday shows, which resulted in a decision against movies on the Sabbath day.

The Capitol and Des Moines Theatres, Des Moines, present shows for the flood relief.

A. H. Blank, Des Moines chain theatre owner, sails for Europe to select sites for the erection of theatres by Publix.

The Princess Theatre at Sanborn, Ia., is destroyed by fire.

JULY

L. S. Yeager of the Star Theatre at Bloomfield dies.

Miss Alice Finn is chosen as Miss Des Moines in the Capitol Theatre contest at Des Moines. Miss Finn is to be part of a Publix roadshow as a reward.

The Omaha Film Board of Trade moves its offices to the Medical Arts building as P. D. C. moves in with Pathe.

Miss Audrey Lytell replaces Mrs. Mary Benjamin as secretary of the Des Moines Film Board of Trade.

AUGUST

Sunday show vote goes against exhibitor at Jewel, Iowa.

The new Capitol Theatre opens at Ames, Iowa.

Falls City, Neb., theatres open on Sundays.

SEPTEMBER

E. H. Johnson of Audubon, Iowa, wins the Des Moines Film Board of Trade golf tournament.

Miss Leona Mathews becomes secretary of the Des Moines Film Board of Trade.

The American Legion post at Albert, City, Iowa, opens a new theatre.

Union theatre employees get an increase in wages.

Harry Lefholtz starts the Renown Pictures, Inc., at Omaha.

Miss R. M. Foley succeeds Miss Clare as secretary of Omaha Film Board of Trade.

An operators' strike is averted at Sioux City, Iowa.

Robert Mitchell, of the Paramount exchange at Omaha, wins the fourth annual Movie Age golf tournament.

The new Princess Theatre opens at Sanborn, Iowa.

B. I. Van Dyke, owner of the Royal Theatre, Des Moines, dies.

OCTOBER

Omaha's Film Bowling League holds first games.

Security Pictures Corporation, independent exchange, opens at Omaha.

E. P. Smith starts Polka Dot Theatre chain.

C. Williams and E. Harms selected as Omaha's delegates to the Federal Trade Conference.

R. G. Faulds is made branch manager for the National Theatre Supply Co., at Omaha, and Joe O'Neil is the new office manager.

NOVEMBER

Girl's Film Bowling League is organized.

Publix takes over five theatres at Lincoln, Nebr.

Columbia Pictures opens an exchange at Omaha.

Mr. McLucas becomes Omaha branch manager for United Artists.

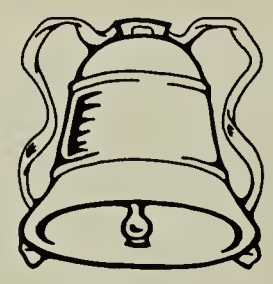
Charles E. Williams is re-elected president at the annual M. P. T. O. of Nebraska and Western Iowa convention.

The Des Moines Film Bowling League has opening games.

DECEMBER

Charles Gurney, Estherville, Iowa, exhibitor, disappears.

Perry, Iowa, votes in favor of Sunday shows.



TO EVERYBODY

Kind Remembrances
for a cheery Christmas
and a Happy New Year

Fritz W. Friend

Stand By
M. P. T. O. on the Air
wishing you joy and good will
everywhere
C. E. Williams Pres. — **E. Anderson** Secy.

Wishing for you an abundance of prosperity

BOB RIDDLE
First National

SEASON'S GREETINGS

IZZIE WEIMER
FIRST NATIONAL

Good Luck For the New Year

BERNIE McCARTHY
First National

Best Season's Greetings

LEON MENDELSON
Booker First National

SEASON'S GREETINGS
from Omaha Film Interests

Season's Greetings and Success
For 1928

JACK McCARTY
Paramount

HOLIDAY GREETINGS
to our many friends and
customers

Theatrical Supply Co.

C. E. JONES — OMAHA

SEASON'S GREETINGS
and
BEST WISHES
Educational Film Exchange
Leo Blank, Omaha — **James Winn**, Des Moines

Merry Christmas
Happiness and Success for 1928

BILL BARKER
Paramount

Best All Around Wishes to all the Exhibitors Around

BILL NEAL
Paramount

Wishing the Same Sincere Greetings

H. J. TARDY
Paramount

Good Old Greetings to Everyone in the Good Old Business

M. T. ECKERT
Paramount

Season's Greetings

Extending Good Will
to Our Friends In the
Territory

COLUMBIA
PICTURES CORP.

JOE WHITE
Manager

Omaha, Nebr.

Greetings

PHIL MONSKY

A
Merrie
Yuletide
and a
Prosperous
New Year

Liberty Films, Inc.
LIBERTY FILM BLDG.
Omaha, Nebraska

FBO

Best Wishes to Our Many Friends
in the Territory

A Merry Christmas and a
Prosperous New Year

Geo. McCool
Asst. Manager

F. C. Thortsen
Salesman

S. W. Fitch
Manager

J. H. Olseen
Salesman

D. L. Donelsen
Salesman

Merry Christmas....
....Happy New Year

This CORDIAL GREETING expresses the MEASURE
of GOOD WILL and PROSPERITY we wish for YOU

Qauality Theatre Supply Co.

Theatre Supplies - Equipment - Repairing

1605 Davenport St. Omaha, Nebr.

CHEERIO!

Hoping that Christmas and the New Year
Bring to You an Abundance of
Happiness and Prosperity

National Theatre Supply Co.

1510 Davenport R. G. FAULDS, Mgr. Omaha, Nebr.

FOX

The
Friendly Hand of Greeting of
The Fox Omaha Organization
is outstretched to wish you-your
wife and all your associates---

A MERRY CHRISTMAS

and a very

MERRY NEW YEAR

and hoping that you may

PROSPER WITH US IN 1928

Fox Film Corporation

OMAHA BRANCH
1509 Chicago St. Omaha, Nebr.

HARRY M. MELCHER
Branch Manager

C. BLUBAUGH
Salesman

W. MILLER
Salesman

BROOK TILLSWORTH
Salesman

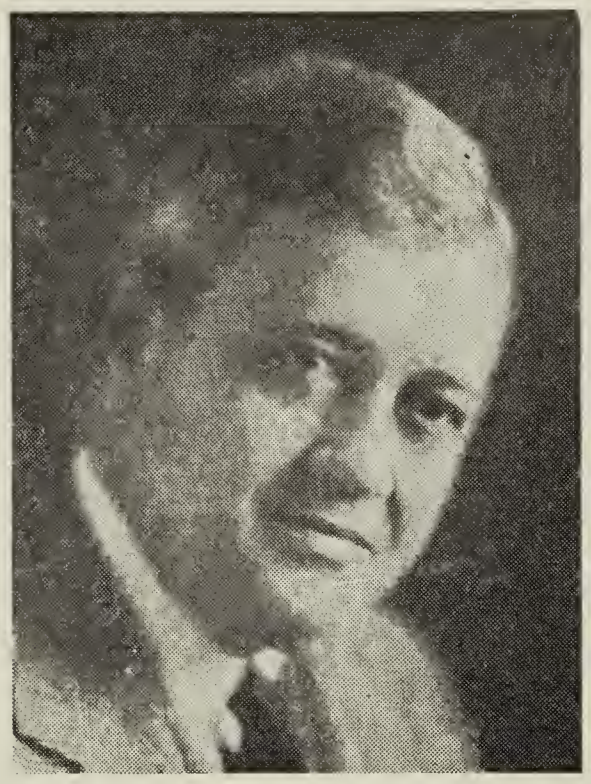
ED. COHEN
Salesman

L. S. COOPER
Cashier

S. A. MADSEN
Booker

E. P. ALBERTSEN
Asst. Mgr. & Publicity

Selling, Promoting and Distributing the best pictures ever made



ALBERT DANKE
Manager

Merry Christmas

and a

Happy New Year

W. E. BRANSON
Asst. Manager

PATHE EXCHANGE, Inc.

[Season's Greetings to Our Exhibitor Friends]

J. McBRIDE
Salesman

GLEN WILSON
Salesman

HYMAN NOVITSKY
Salesman

Season's Greetings

from

UNIVERSAL FILM EXCHANGE, Inc.

CARL NEDLEY
Booker

FRANK SANDERS
Salesman

H. J. Chapman
Manager

B. R. GREENBLAT
Salesman

M. M. MARCUS
Salesman

1513 Davenport

Omaha, Nebr.

SHORT SUBJECTS

Spice of the Box Office

Honest and Truly

Universal—One Reel.

A group of children playing Indians ask Puffy to tell them a story. He pictures to them his experience as an early adventurer in the far west. Wild Oscar, a desperado, has put a number of sheriffs out of business. A $5,000 reward is offered for his capture. The last of the sheriffs quits his job, intimidated by the outlaw. Puffy puts on the badge. He make Wild Oscar wilder and then tames him. For this he is taken into the pony express service. While riding with the mail bag a band of Indians waylay him. His horse refuses to cross a stream that will cut him off from the red men. He carries the steed across and is repaid by the animal with a kick that drops Puffy into the midst of the Indians, but he outwits, outfights and especially outruns the tribe.

A Run for His Money

Universal—Two Reels.

Harold Highbrow is entrusted by his employer to deposit the day's receipts in the bank. Harold is nothing if not absent- minded! On the way to the bank he drops the bank book and money into the hat of a blind beggar. The beggar is not too blind to take advantage of his luck and tries to make a get away. He is chased by the crowd and suddenly encounters Harold, who is surprised to have the money, which he hadn't missed, returned to him. Annie, the charwoman, has visited the bank in the meantime to find it closed. She decides the cashier has absconded with her employer's funds and starts with her neighbors in hot pursuit. They ruch to the bank and mob the cashier, who has just returned. When the dust clears they discover that it is "National Prune Day," for which celebration the bank has been closed. Harold doesn't yet know what it is all about!

Fiddlesticks

Pathe—Two Reels

Harry Langdon made this comedy long before the joined the ranks of First National. But the picture has been held up for various reasons. It is a typical old timer Langdon comedy with plenty of fun. Harry is a lover of music and takes up the bass violin with the ambition to become an accomplished musician. Harry's family can stand the terrible groans of the instrument no longer and he is told to leave his happy home. He joins a street band, but he is so unskilled in his art that the band fires him. At last Harry decides to sell his instrument and he goes to a junk dealer for a price. The dealer asks Harry to play the big violin first before the purchase. Harry obliges and a rain of junk descends from disgusted listeners. The junk dealer sees Harry's possibilities so he hires him to play. When the junk is thrown, the dealer gathers the pots and pans for his business.

The Bull Fighter

Pathe—Two Reels

Madeline Hurlock and Billy Bevan supply the comedy action in this Pathe two-reeler. Madeline is a nice young girl who resents the efforts of her family to marry her off to a man Madeline doesn't like. So our heroine decides to leave home and is chased by her irate parents. Madeline becomes a hobo, disguising herself as a man. She falls in with a bevy of tramps after disguising herself as a scare-crow to elude her folks. A burlesque on the bull fight stories takes place when the angry bull is fought in a farmyard. Billy Bevan is the comic toreador but he fails to win the heart of Madeline. It's a typical Mack Sennett.

The Stork Exchange

Paramount—One Reel

Krazy Kat works a new angle in this single reel Paramount cartoon. Krazy interrupts the stork who is making speed in delivering a baby. After many humorous situations, Krazy accidentally falls down the chimney of a house and is mistaken for the expected child. He is welcomed with great gusto by the parents.

Rats In His Garret

Pathe—One Reel

Here we have the old time Aesops fable cast in a very typical round of fun with Farmer Al Falfa, as usual, having his trouble with the animal neighbors. The farmer's load of wheat is stolen by some mice and so he decides to get rid of the pests. He hires a dog to chase the mice into a trap. The dog succeeds partly as the mice escape and the close-out shows the mice disappearing down the road with the dog at their heels.

Hello Sailor

Educational—Two Reels

The fleet is home from a foreign cruise, with every sailor anxious to visit his sweetheart. Nip and Wally come ashore in the same boat, each with a note in his pocket from a sweetheart inviting him to call. Nip takes a bus, but finds riding it is harder than a destroyer in a storm. Arriving at the girl's address, Wally comes up. Both think the same girl has written to both, when they find one who says she wrote the note. Each proposes, but Wally is accepted. Nip is furious, but hunts up the girl again and is accepted. Wally then gets mad, reproaches the girl for jilting him and she tells him she never accepted him. Nip also is told the same thing and there is a merry mix-up in which he gets a black eye. Wally then gets one, too, the room being wrecked in the fracas. While they are sitting in the ruins, they look up and see two girls exactly alike. They think they have gone crazy until the girls explain they are twins. Lupino Lane is the star of "Hello Sailor."

Oh, What a Man

Educational—Two Reels

Larry Semon has just joined the detective force when there comes a call from headquarters for aid in catching Desperate Della, the toughest gal that ever packed a gun and a lipstick in the same handbag. Larry volunteers and is assigned to bring in the wild woman. He finds her and she is as beautiful as an ace full of kings, but so hard that she knocks Larry's two aides horizontal with one sweep of her manicured hand. She twists Larry's handcuffs into pretzels and in the chase leads him to a night club, where he is spotted by Della and her gang. He is the target for their guns, but the bullets hit everything but Larry. The hero and his bunch corner the crooks in the cellar and in the slugging match that follows Larry slugs every head that shows—and finds he has laid out his own crew. Della falls in love with him and tries to vamp him. Larry is tricked in the cellar when Dirty Dan cops the jewels, double crosses Della and starts away. Della and Larry start pursuit on a motorcycle, in a ride that has plenty of thrills. But Larry captures the crook, recovers the jewels and the picture ends with everything under control.

An AD-itorial

By Hal Elias, M-G-M Exploiteer

"—but my town is different."

And so wailed Exhibitor X as he gave vent to a lachrymal outburst that threatened to overflow the bounds of his Spacious Sanctum. "I receive no co-operation from the newspapers, the merchants, the civic organizations, the schools and as a result my exploitation campaigns never emerge from the theoretical stage. Yes, I am convinced that my town is different."

Ah, woe, but the foregoing Blurb of Blah accompanied to the tune of "Hearts and Flowers" has resounded against the walls of many a theatre office. Subordinate Yes- members of the house personnel nod a doleful assent to the whine and follow the funereal Exhibitor X to the graveyard where all offer in chorus that popular dirge, "My Town is Different." The casket containing 'Good Business' is then buried and the mourners imbibe of embalming fulid.

In explanation of the "my town is different" discourse it is usually found that those who indulge the phrase have, in the past, submitted certain exploitation suggestions to their newspapers, merchants, etc., that have met with rejection. Upon analysis it is almost always discovered that these same suggestions had little merit because they were NOT CO-OPERATIVE and, consequently, of no advantage to the other parties concerned. The exhibitor, losing heart, follows the line of least resistance by abating his exploitation activities and becomes one of the "my town is different" horde.

"But wait," says Mr. Live Showman, "why despair? If you wish your newspaper to give you FREE SPACE, give the newspaper a live IDEA that has some news reader interest. If a merchant favors you with a WINDOW TIE-up, favor the merchant with a clever display that will enhance the appeal of his merchandise. NEWSPAPERS—MERCHANTS—CIVIC ORGANIZATIONS—SCHOOLS—all will encourage a promotional proposition if they can be made to believe that the tie-up will be of some benefit to them. Therefore, give a thought to your tie-ups because TIEUPS gain you valuable publicity and PUBLICITY popularizes the attraction you are playing. Go forward! Make your tieups sufficiently worthy and you'll never have further cause to lament, 'my town is different.' "

"Silk Stockings" Proves a Natural For Exploitation

The very title of "Silk Stockings" ensures successful exploitation. Fred Meyer, manager of the Alhambra Theatre in Milwaukee, got all the leading department stores to make a silk stocking drive while the Universal comedy was running at his theatre. Each store devoted a large window entirely and exclusively to large Laura La Plante cut outs and stills surrounded by artistic silk stocking displays.

A wholesale stocking house distributed 250 La Plante window card in the stores of all its dealers in Milwaukee and suburbs. These stores also displayed a liberal supply of stills of Laura La Plante from "Silk Stockings." Famous oil paintings and numerous frames furnished by Phoenix were conspicuously displayed.

Ten dozen silk stockings of all colors were strung out in front of the theatre. Even the prolog featured silk stockings; as the curtain rose the spot played on eight pairs of shapely legs attired in stockings whose length varied according to the four seasons.

Movie Player Guessing Contest Packs Theatre

One way to fill a theatre so full that police have to come to the rescue is to stage a movie star guessing contest. At least, so Manager Benesch of the

Trailers Sell Seats"
TRAILERS
Your screen is your most valuable advertising medium
NATIONAL SCREEN SERVICE INC.
Distributed throughout the United States from
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Avon Theatre, Chicago, discovered when he contributed his share to a carnival sponsored by the merchants of Fullerton Avenue.

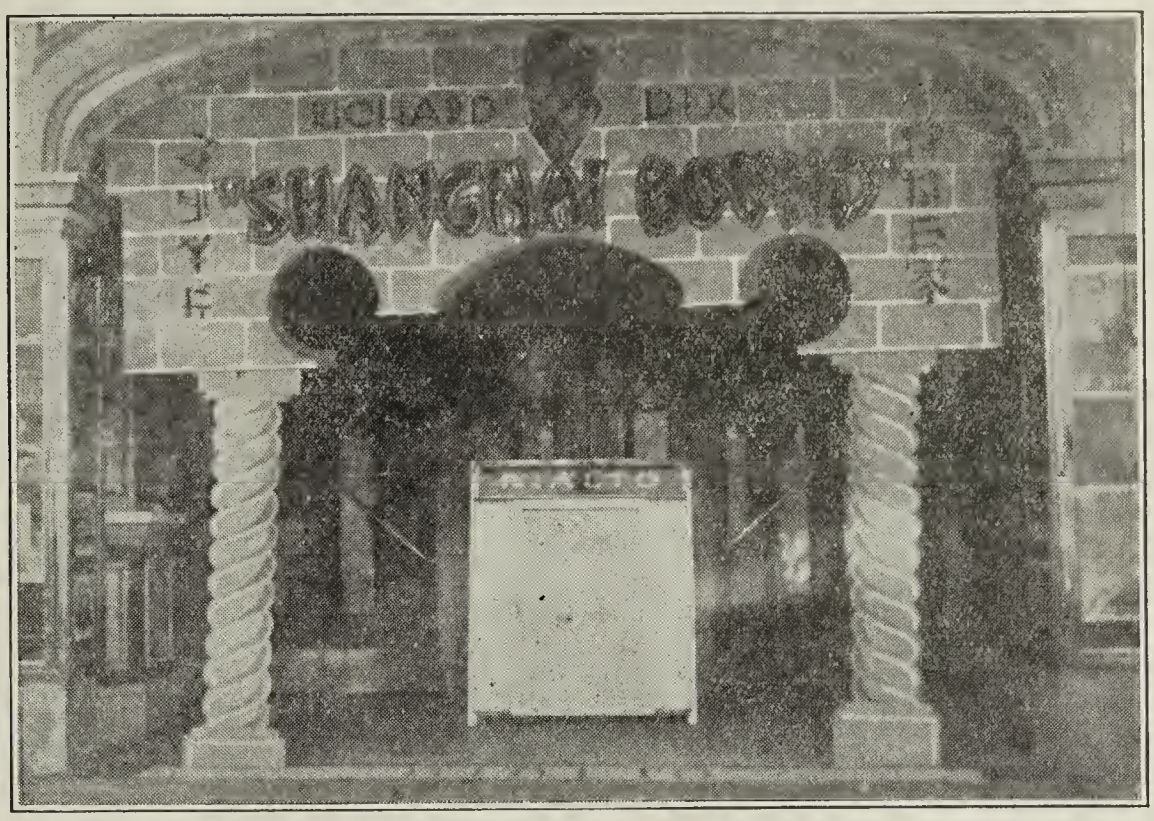
A vacant store window next to the theatre was used for the display. Photographs of Universal stars, cut out, were pasted on the window. Cue notes to help along the public were attached under each picture. Crepe paper streamers trailed from the photographs to a one-sheet frame which gave the details of the contest. Crepe paper was also used for the background. With the exception of the one-sheet space the whole window was covered with green paint.

Six thousand entry blanks were distributed among the people. These blanks read as follows:

> "What do you know? Universal Movie Star Guessing Contest under direction Avon Theatre. Write name of stars opposite numbers. Answers will not be received later than Saturday evening (Date). You must be in theatre Monday evening to win prize. Prizes to be awarded: 1 set Universal star photos. 1 season pass. 1 pass good 6 months. 50 passes good any week day. Your name here_____ Address_____."

Mr. Benesch estimated that close to 10,000 people stopped to look at the window, and on the night of the prize awards his theatre was packed and police were called to keep the crowds from breaking the window glass.

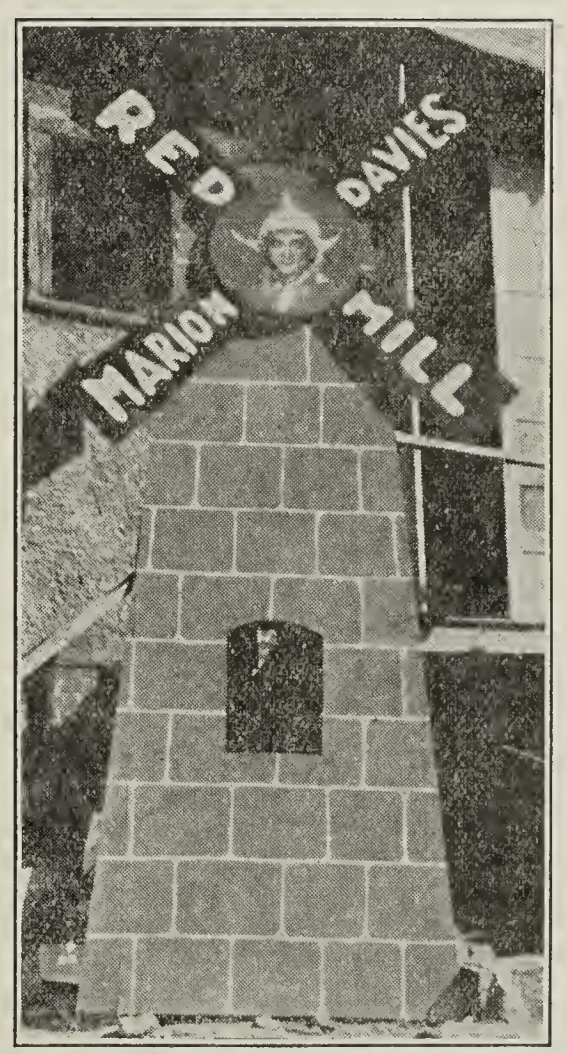
Any Live Exhibitor Could Do Equally Good Picture Exploitation at Nominal Cost



When Arthur Swanke, manager of the Rialto and Mission Theatres, El Dorado, Ark., ran up against the competition of the first county fair in 15 years, the lobby displays shown here were the result. And the total cost of the two displays, which would do credit to most any metropolitan theatre, was $6.10.

"I did all the work myself and I fully believe that if some of these exhibitors on the job would make more of an effort to go after it they could build up gross receipts at a very small cost," Swanke writes in telling about these ideas.

In spite of the county fair competition, both pictures, "Shanghai Bound" with Richard Dix and "The Red Mill" with Marion Davies, grossed fairly well, and "we cannot complain of the results," he concludes.



Theatre and Jeweler Get Together for "Lone Eagle"

The Regent Theatre, Cedar Rapids, Iowa, arranged a tie-up with a local jewelry store for "The Lone Eagle." The store had a window display featuring their Lone Eagle watch, and the theatre ran slides calling attention of the patrons to the store display.

One sheets were pasted on heavy wallpaper, giving the impression of paintings. These were placed under a purple spotlight, together with pictures of Lindbergh and his plane, so that patrons of the theatre could see them.

Liberal newspaper space was also used.

Pass the Public into your THEATRE
WITH
Precision -- Ease and Smartness!
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Satisfaction guaranteed. Rebuilt Powers-Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE—Photo player, $650. Also Cremona pipe organ, $600. 321 Securities Bldg., Des Moines, Ia. Ctf

FOR SALE—One double 80 amperes, 220-60 cycles, three phase generator; like new; series type. Also two Hallberg arc controls, two Type E Powers lamp houses in good condition. Will sell at right prices. Apply, George McArthur, 2301 Cass Ave., Detroit, Mich. C-2t—12-31

160—Brand New High Grade Spring Cushion Upholstered Chairs. Regular cost six dollars. Will sell for $4.00. Exact photo and details in first letter. Immediate shipment. C. G. Demel, 845 South State, Chicago. P2t—12-31

BUY HERE—SAVE A LOT—Good paper, fine shape—while it lasts: Ones 5c; slides, 5c; sets, 25c. Get your bargain supply early. Majestic, Washington, Kas. P1t-12-24-27

POSITION WANTED

OPERATOR with ten year's experience wants steady job. Can do repair work. Married. Walter Ingalls, New Hampton, Ia. P2t-12-24

THEATRES FOR SALE

THEATRE FOR SALE in Western Oklahoma. Seats 200; fully equipped; city of one thousand; bargain if taken at once. Write Box E. H., Exhibitors Tribune, Liberty Theatre Bldg., Oklahoma City, Okla.

THEATRE FOR SALE—Only theatre in good mining town, 3,500 population. Seven-day town, seating 300, well equipped. $2,000 cash will handle, balance on easy payments. E. E. Frazier, 307 Broadway, Pittsburg, Kas. P1t-

BOX-OFFICE REPORTS

COLUMBIA

Lone Wolf Returns, Bert Lytell—Very good picture. Gave satisfaction.—H. E. Campbell, Cambell, Spencer, Ind.

The Romantic Age—This picture was very satisfactory and pleased patrons. However, business below the average owing to bad weather.—H. E. Campbell, Campbell, Spencer, Ind.

UNIVERSAL

Hero on Horseback, Hoot Gibson.—Played this with the Andy Gump comedy, "I'm the Sheriff," and I'm glad to report that we broke all previous house records. This is one of the best combinations for a program that we have found so far. The crowd almost broke the doors down trying to get in for the second show. Give us more pictures like these.—Becker and Birdsall, B B, Ashland, Nebr.

PARAMOUNT

Kid Boots, Eddie Cantor—Print in bad condition. Not strong enough for percentage picture, but there were a few high spots. Star draws better for larger communities. — Norman Thom, Opera House, Beverly, Ohio.

The Canadian, Thos. Meighan—Not so good as most of Meighan's stuff, but it's fair.—Merle Skinner, Judith Gap, Mont.

Stranded in Paris, Bebe Daniels—One of Bebe's best but it's a poor business getter. — Merle Skinner, Judith Gap, Mont.

THEATRE FOR SALE: Modern brick building, 450 seats, in town of 55,000, in lower Michigan. Doing good business. Liberal terms. Write Box H I, care Michigan Film Review, 368 Glover Building, Kansas City, Mo. Plt 12-24-27

FOR SALE OR LEASE—Modern 350 seat theatre. Town 1000. 1500 to draw. Bargain. Regent Theatre, Centerville, Mich. P4t-12-31

FOR SALE—Movie theatre; Sunday town of 1,200 in southwestern Michigan; must sell on account of sickness; deal with owner. Address Theatre, Marcellus, Mich. P3t

THEATRE WANTED

TO LEASE OR BUY—If prices and terms can be made to suit both. Interested in house in town of 2,000 to 3,000 population anywhere in southern Arkansas or Mississippi. 12 years experience in running and managing. What have you. Address Exhibitors Tribune, 19 N. Robinson, Oklahoma City, Okla. C4t 7-28

FOX

Wages for Wives—If patrons could be convinced that pictures are good when they are not so-called specials, this would be a favorite.—Norman Thom, Opera House, Beverly, Ohio.

PATHE

Lady From Hell, Blanche Sweet—Good story with war scenes and comic situations—Merle Skinner, Judith Gap, Mont.

Flying Mail, Al Wilson—Good drawing card and fair show dealing with new subject.—Merle Skinner, Judith Gap, Mont.

The Hidden Way, Mary Carr—Poor plot, but good acting—Merle Skinner, Judith Gap, Mont.

FIRST NATIONAL

The Valley of the Giants, Milton Sills—Peter B. Kyne's wonderful dramatic story full of intense dramatic action.—Empress, Oklahoma City, Okla.

METRO-GOLDWYN

London After Midnight, Lon Chaney—One of the most thrilling pictures ever filmed. Full of ghosts, mystery and everything in the spook line.—Criterion, Oklahoma City, Okla.

WARNER BROTHERS

White Flannels, Louise Dresser.—Only a few people saw the picture due to blizzard, but they all thought it great.—G. M. Deeter, Liberty, Norcatur, Kas.

TIFFANY

Snowbound, Betty Blythe—One of the best features we have played in months. Comment perfect—everyone enjoyed it. Tiffany-Stahl all good for us.—Myers Bros., Auditorium, Slater, Mo.

STATE RIGHTS

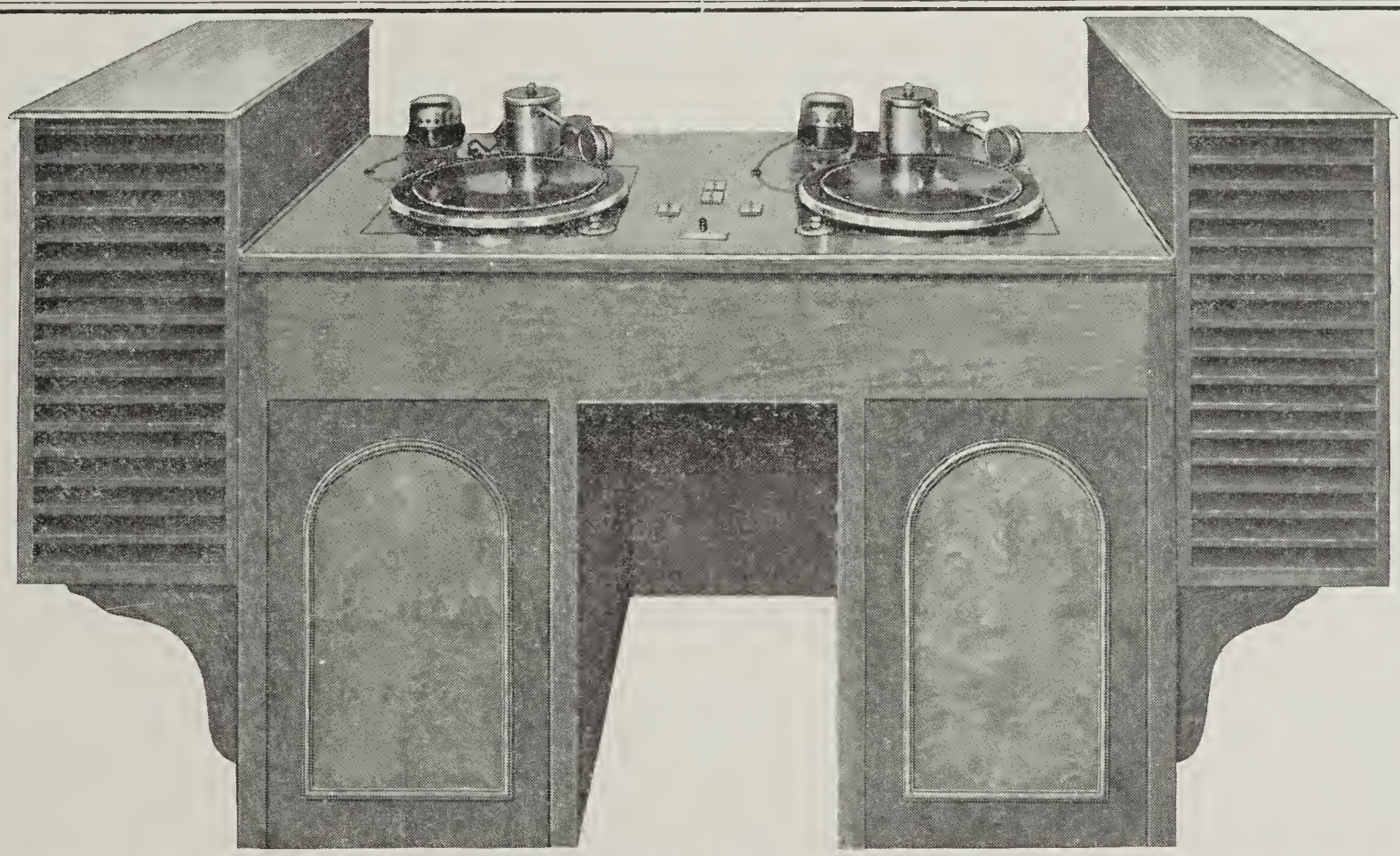
The Knockout Kid, Jack Perrin—Was a good picture. Plenty of action and very interesting—Frank Girdner, Mercer, Mo.

Parisian Love, Clara Bow—Very good picture. Seemed to please — A. H. House, Barris, Marionville, Mo.

Shadows, Lon Chaney—The best picture we have had for a long time—F. R. Leonard, Public School, Amity, Mo.

Acceding to Public Demand—*and then some!*

SYNCHROPHONE



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National Theatre Supply Company

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MOVIE AGE

Volume VI OMAHA, NEBR., DECEMBER 31, 1927 Number 6

"I AGREE WITH YOU THAT 1928 WILL BE MY MOST PROSPEROUS YEAR. I'M START-ING IT OFF WITH 'LOVE' AND 'THE STUDENT PRINCE'."

A Business Magazine for the Film Trade in Iowa and Nebraska

REGULAR FEATURES

Of Interest and Value to You

1 BOX OFFICE REPORTS—By Exhibitors Themselves.

2 WHAT THE PICTURE DID FIRST RUN—Detailed Release Reports.

3 CURRENT RELEASES—Weekly Release Schedules.

4 THE PICTURE GUIDE—Tips on New Pictures.

5 SHORT SUBJECTS—Spice of the Box Office.

6 NEWS BRIEFS—Big Events Briefly Told.

7 EXPLOITATION IDEAS—How to put the Picture Over.

8 MOVING ALONG MOVIE ROW—Personals of Local Interest.

9 EQUIPMENT NEWS—Constructive Information.

READ 'EM

---Every Week

In your HOME trade paper

EDITORIAL

FROM all present indications 1928 holds a good prospect of being a prosperous business year. Consolidations, mergers and other steps of expansion will be fewer in 1928 and the unrest within the industry caused by these moves will be at a minimum. Business activity will go forward at a greater pace than before and the industry as a whole should experience its most successful period.

The year that is just closing has been somewhat of a transitional period. The motion picture industry seems to have been just "finding" itself. And now that the grand discovery has been made as to what are the faults of the exhibition branch and what is wrong with production and distribution, it is naturally hoped that the same mistakes won't be made over again. Mistakes, though costly, can be profited by, if they're not repeated.

Resolutions, customarily, are made on the New Year. And since such is the case it occurs to us that a certain few should not be overlooked by the various branches of this industry. We suggest that the wave of economy that has hit the producers with a great suddenness should be harnessed into careful guidance and not misdirected.

Most of the industry's ills have been caused by sporadic actions that seem to come without warning. And without careful or prepared thought these "spontaneous combustions" are permitted to devastate all that is before them.

False economy is a great enemy to the producer. Penny wisdom and pound foolishness seems to show up quite frequently. Great waste seems to have been borne to light in the production end of the business and so the axe of economy is undoubtedly going to hit this branch quite forcibly. It is in this regard that we urge producers who have resolved to cut production costs to apply their economy measures with extreme carefulness. Let their resolutions be to cut wastefulness with a care to keep up and as far as possible improve production quality.

The exhibition branch of this industry was not without its mistakes this past year. First runs, for example, have gone in for too much "dessert" and have all but forgotten the substantial entertainment "fare" that has built up their business. Production quality is gauged to a large extent by their requirements.

The overdoing of the jazz band and presentation policies have forced down the quality of pictures. Competitive bidding for stage "names" has left little money for pictures. Consequently unless the producer is given a fair price for his product his incentive to produce real pictures is killed. And this policy has been a costly one for the first runs to pursue. Costs continually mount and profits grow smaller. Therefore let the resolution of the first run exhibitor be to go back to the "mother" of his business and for 1928, at least, be loyal and respectful.

And the smaller exhibitors. Let their resolutions be to follow less the lines of least resistance and extend a greater effort to more thoroughly merchandise their shows; to realize that it is pictures that they sell to their public and also that comfort plays a big part in satisfying a patron; and of great importance—that projection is a part of the picture and that the proper care and maintenance of this equipment is highly essential to the success of their business.

And ourselves—we resolve to put forth our very best efforts to improve our service to our readers and to the industry through the pages of this publication.

* * * *

DO short subject stars have a box-office value? Only the exhibitor can answer that question, so we wrote one hundred exhibitors in this territory and asked them to name the three comedy stars who are the most popular with their patrons. The response was tabulated in our Holiday Number last week. Twenty-six players are named (counting the "Our Gang" kids as one player).

It has, doubtless, occurred to few that there were as many as twenty-six different comedy stars featured in short subjects. And the fact that theatre patrons have so many favorites is definite proof that comedies have a box-office pull. Exhibitors who have been playing short subjects as just so much filler will find it very much worthwhile to feature them on their programs. In newspaper advertising, on billboards, in the lobby and on the screen, advertise your comedy and other "shorts" attractions. The result will be gratifying.

MOVIE AGE

MARGARET FOLEY
Editor & Manager
140 N. 33rd St.
Omaha, Neb.
Telephone—Harrison 1285
MADELINE GRAHL Des Moines Rep.

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ASSOCIATED PUBLICATIONS, Inc.
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President and Publisher

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Single Copies 10 cents.

Harry Cohen of the Fox staff surprised the folks by getting married Christmas Day to Miss Cecil Greenspun, contract clerk at M-G-M.

* * *

A. Beams of the Grand Theatre at Geneva, Nebr., visited the exchanges last week.

* * *

J. D. O'Neil, assistant manager of the National Theatre Supply Co., spent the holidays at home in Chicago.

* * *

Emil Grosse of the Gem Theatre at Beemer, Nebr., called on the exchanges during the past week.

* * *

E. P. Albertsen, formerly with Fox, has left for San Francisco where he will work on the Call.

* * *

Ike Ruben, formerly with Paramount at Omaha, who is now ad sales manager of the Chicago exchange, returned to Omaha for a few days last week.

* * *

Nick Paper of the Sun Theatre at Lincoln, Nebr., was in Omaha last Tuesday.

* * *

Jack McCarty, Paramount salesman, spent the holidays in Dallas, Texas, at his home.

* * *

Miss Gertrude Horwitz was married Sunday.

* * *

Miss Clare Foley, who was transferred from the Omaha to the Pittsburg Film Board in September, visited Omaha during the holidays enroute to San Francisco, where she will reorganize the Film Board there.

Early Days in Film Business

Reminescences of "Buster" Brown, Probably the Oldest Exhibitor in the State of Iowa

Of all the claimants to the honor of being the oldest exhibitor in the state of Iowa, Thos. A. ("Buster") Brown of the Strand Theatre in Iowa City seems to have established the longest active record. Mr. Brown is a real pioneer, having presented a total of over 5,000 productions on the silver sheets of his different theatres in Iowa City.

THOS. A. ("BUSTER") BRORWN

He started in the business 'way back when "The Great Train Robbery" was still in vogue, April 12, 1907, to be exact, and has exhibited the products of nearly every producing company in the industry.

His reminiscences regarding his first venture as a full fledged exhibitor are amusing in many respects when the crudity of presentation in the old days are compared with present methods. Mr. Brown's first show shop was given the significant title of "Brown's Nickledom"' and consisted of an empty storeroom in the heart of the college town. The equipment included 130 folding chairs (unfolded only for paid occupants), an Edison projector mounted on a dry goods box enclosed in a veritable tent of the most inflammable canvas, a white muslin screen, a cashier's ticket selling stand six feet high, an automatic piano and a phonograph sticking out of the front door for a ballyhoo. For the opening season, it was only necessary to remind the patrons that he was showing pictures that moved. This was accomplished by a huge sign in the front window which read:

"MOVING PICTURES"
They Do Everything But Talk!

An honest bit of exploitation, indeed!

Mr. Brown can recall visits to Carl Laemmle, when "Uncle Carl" was a struggling distributor of French films, including a short drama and comedy on one reel. Mr. Laemmle held forth in a small store room on south State street in Chicago.

For several years a one-reel show for five cents was the vogue of the thriving "Brown's Nickledom." This policy held until one day Mr. Brown was offered the Pathe French production of the Passion Play "done in hand colors." No mention was made of the length of the picture during the transaction and "Buster" naturally thought the picture would come in one reel. He was amazed, therefore, to find upon its arrival, that it consisted of three reels. The length of the picture no doubt impressed him the same way that a 24-reel program would impress him now.

At any rate, he was sure that it would be impossible to show such a tremendously long program to his audiences, so he proceeded to show one reel each day for three days! It seemed that the entire town tried to get in the theatre the first three days of the week, and Brown was forced to hold over the picture and repeat the process of showing it for the remaining three days of the week. The picture played to 11,500 admissions. Quite a record when the entire population of Iowa City at that time was no more than 9,000!

The Nickledom proved to be such a successful venture that Mr. Brown erected another theatre in Iowa City in 1912, called "Brown's American," which featured two reels of pictures for an admission charge of 10 cents. The American seated around 300 patrons. It was in this theatre that "Buster's" movie fans witnessed their first super-features, including Adolph Zukor's first important release, Sarah Bernhardt in "Queen Elizabeth," and Selig's "Coming of Columbus," starring Charles Clary. Popular serials of the time were the "Adventures of Kathlyn" and "The Million Dollar Mystery," starring James Cruze.

In 1915 the Strand Theatre, seating over 600 people, was constructed for the presentation of the longer programs which were fast coming into favor. "Buster" is still successfully operating the Strand and hopes to continue in the business for many years.

"STREETS OF SHANGHAI"

BY JOHN FRANCIS NATTEFORD

WITH PAULINE STARKE

AND

KENNETH HARLAN-MARGARET LIVINGSTON
EDDIE GRIBBON - JASON ROBARDS
SOJIN - ANNA MAY WONG

DIRECTED BY LOUIS J. GASNIER

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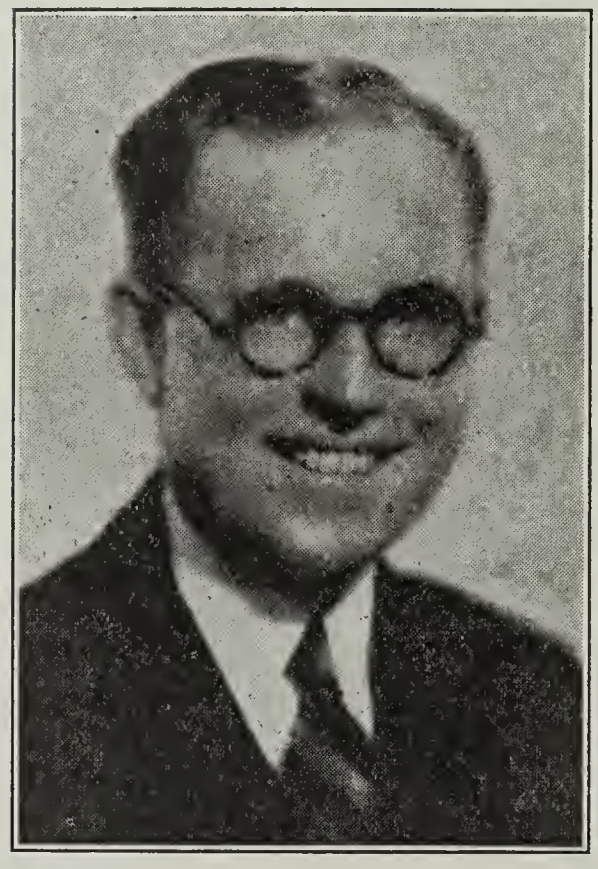
H. F. LEFHOLTZ, Manager
1516 DAVENPORT ST. OMAHA, NEBR.

FBO February Jubilee To Mark Second Anniversary For Pres. Jos. P. Kennedy

To commemorate the second anniversary of the entrance of Joseph P. Kennedy, president of FBO Pictures corporation, into the motion picture business, the month of February, 1928, will mark the commencement of a campaign by the company to strengthen the good will that exists between the organization and motion picture devotees.



JOSEPH P. KENNEDY

The highlight of FBO's February Jubilee will be a special drive by the sales force, already inaugurated, to place an FBO picture, either a special, a feature, or a short subject, in every theatre in the United States and England, sometime during the month of February.

A national advertising, publicity and exploitation campaign on the entire fore and during the month of February. FBO product will be inaugurated be-Special press books, special paper and an entirely new line of accessories will be furnished exhibitors so that they make February a jubilee month for themselves, as well as for FBO.

During February, five features and four short subjects will be ready for exhibitors, in addition to the product already announced. "Her Summer Hero," a story of the amorous adventures of a lifeguard at a summer resort, is listed among the February offerings. The picture, which was filmed at Catalina Island, in California, boasts a cast which includes Duke Wahanamoku, holder of the world's record in the 50-yard dash; Clyde Swensen, American representative at the Olympic games; and Lee Jarvis, Pacific Coast champion, These, with a half score of other acquatic celebreites competed in an exhibition race in which Hugh Trevor, leading man, Duane Thompson, Sally Blane, James Pierce, Harold Goodwin, and Cleve Moore participated.

"Wallflowers," an adaptation of the Temple Bailey best seller, is another of the February highlights. The players in "Wallflowers" include Jean Arthur, Hugh Trevor, Mable Julienne Scott, Lola Todd, Crawford Keat and Charles Stevenson.

"Coney Island," which Ralph Ince recently completed, was made when Ince came to New York expressly to film exteriors for the picture at the famous pleasure resort. Lois Wilson, Louila Mendez and Rudolph Cameron share featured honors.

"Legionaires in Paris" is another film that will help make February a Jubilee Month for FBO. Filmed during the Legion convention in Paris a couple of months ago, the picture is a comedy of the adventures of two legionaires during their brief sojourn in Paris during the convention. Al Cooke and Kit Guard, well known comedy pair, portray the two legionaires.

"The Harvester," a screen version of Gene Stratton-Porter's novel, which broke all records during its run at the New York Hippodrome, should reap a harvest for exhibitors during February. Like all Gene Stratton-Porter productions, "The Harvester" is a "natural."

Other February releases include a Tom Tyler western, "When The Law Rides"; "The Riding Renegade" with Bob Steele; "Fangs of the Wild" with Ranger, the wonder dog, and four short subjects, inclding a Mickey McGuire two-reeler. "Mickey" in School," based on the cartoons by Fontaine Fox; "Oui, Oui, Heidelberg," a Larry Darmour Standard Fat Men Comedy, with the three fat men and two "Newslaffs" travesties on the news events of the day, by Bill Nolan.

Bar "King of Kings" in Some European Regions

Alfred M. Cohen of Cincinnati, international president of the Independent Order of B'nai B'rith, announced Tuesday of this week that the owners of the film version of the life of Christ, "King of Kings, have agreed not to present it in certain European countries.

Its exhibition, it is feared, would cause anti-Semitic disorders.

"Sadie Thompson" Booked

Gloria Swanson's "Sadie Tompson" has been booked by Publix, Loew's, Skouras, Sanger, Stanley, Balaban & Katz, Dipson-Zimmerman, United Artists Theatres, Costen and practically every major circuit in the United States, it was announced yesterday from United Artists' New York office. The national release date of the picture is January 14. Aside from these big circuits, United Artists said that hundreds of independent key runs already have booked the Swanson picture.

Three Important Names Added to Personnel of The Columbia Studios

Three prominent names—Earl Hudson, Elmer Harris and Leroy Johnston—were added this week to the executive personnel of the Columbia studios where the company is now starting on the second half of its present season "Perfect Thirty."

Earl Hudson, responsible for "Flaming Youth," Colleen Moore's greatest picture and first of all jazz-flapper pictures, has been signed as supervisor. He was in charge of First National production for several years both on the West and East Coast. Among the many successes he supervised were "Black Oxen" and "Men of Steel."

Elmer Harris has been put in charge of Columbia's enlarged scenario department. Mr. Harris first gained fame as a short storry writer and playwright. Among his stage successes were "So Long, Letty," "Sham," "Canary Cottage" and "The Great Necker." He entered pictures as scenario writer for Paramount, became production manager for Realart, and has been affiliated with De Mille since P. D. C. was organized.

Leroy Johnston succeeds Mike Newman as director of studio publicity. Mr. Johnston was identified with Finkelstein & Ruben and later joined the First National studio publicity department. He handled the publicity on several of their production units, before being put in charge of the company that visited colleges all over the country in a search for the ten best college-boy types. Mr. Johnston also handled the nation-wide publicity campaign on this contest.

Complete Hampton Films

The two Hampton Productions, done in natural color by Educational Film Exchanges, Inc., are rapidly nearing completion. "The Call of the Sea" will be released on January 1. It is expected that "Love's Springtime," the other subject in this group of two-reel classics in technicolor, will be completed in time for release a short time afterwards. Hope Hampton plays the leading role in both pictures.

Charles Christie Says 1928 Will Be Best Year For Comedy Production

The most optimistic view of the comedy business which has been expressed during the last few years was indicated by Charles Christie, business head of the well known comedy organization, who makes a summary of the outlook for the coming season of 1928. This expression is thought to be quite timely, coming from one of the oldest of the comedy producers in the business, and especially at this time when there have been many changes and when many wild rumors about the comedy end of the motion picture industry might have indicated some uncertainty as to its future.

"Heavy competition in the field of two-reel comedies during the last three years," says Christie, "has brought all the leading comedy people to their toes in more consistent striving for outstanding product than ever before, with the result that the best two-reel brands are better than they used to be and even the poorer ones not as bad as they were formerly. This is partly due to increased sums of money put into the business and partly to the gradual working out of finer organizations developed over a long period of years.

"There must be some reasons for these increases and we judge them to be partly due to the extra distribution effort of the big companies, and partly to the fact that exhibitors are gradually looking again with more interest on the popular lines of two-reelers, which have been 'kicked around' to some extent by theatre people during a few past seasons. One proof of this return to comedies is that we note twenty-two big theatres in large cities playing this season's comedies, theatres which played no two-reelers from any producer last year.

"Another trend which helps is that hundreds of theatres, in playing feature productions which are mainly comedy in tone, are going to the policy of an all comedy bill, or at least a bill in which comedy predominates, by adding a two-reel comedy and giving their patrons a whole bill of humorous entertainment, with the exception of music, news, etc. The need for balancing the show is still taken care of in orchestra numbers, news, scenics and novelty reel numbers.

"With these encouraging trends in mind, we can certainly look with great confidence to the still bigger improvement in the two-reel comedies themselves, and the still greater importance which will be attached to them on the part of the theatres."

Universal Studios May Be Closed Temporarily

Probability of Universal studios closing temporarily after February 1 was admitted by Carl Laemmle, president of the Universal Pictures, in an Associated Press dispatch this week from Hollywood. He said executives had been conferring on the desirability of a shutdown, but declared it had not been decided upon definitely.

The executive said the closing would be because the company's 1928-1929 production schedule had been completed ahead of time. He was unable to say for how long a period the plant would be idle.

Warner Bros. and Mack Sennett studios already have suspended operations for a time.

Two National Motion Picture Papers Merge

The Exhibitors Herald and the Moving Picture World, two of the national film trade papers, have merged, effective January 1. Joint announcement of the merger, has been made by Martin J. Quigley, president of the Quigley Publishing Co., which has been publisher of the Exhibitors Herald, and John F. Chalmers, president of the Chalmers Publishing Co., which has had the World.

It has further been announced that the combined publications, edited and published by Mr. Quigley, will appear under the joint title of "Exhibitors Herald and Moving Picture World."

Film Party at Dangerous Portion of Grand Canyon

The Pathe-Bray company, which is making "The Bride of the Colorado," in the Grand Canyon of the Colorado river, is now nearing the most dangerous part of its trip. This river party, which was lost for three weeks in the canyon, between Green River, Utah, and Lee's Ferry, Ariz., was joined at the latter point by Director Elmer Clifton, John Boles, the leading man, and other mem-leading etaoinshrdl etaoish rdetaoishr bers of the company, and continued down the river toward its objective, The Needles, Calif.

Another unit of the party is at Hermit's Camp. From this point Donal Blossom, leading woman, will fly down into the canyon, this sequence in the picture calling for the rescue of the hero who is being carried down the rapids in a boat by means of a rope dropped from the airplane by Miss Blossom.

Although in the shadow of Hollywood the Grand Canyon has heretofore been entirely overlooked as a natural background for a film drama. Since 1854, when the river was first navigated from Green River to Lee's Ferry, only four other parties are known to have successfully made the voyage.

"Tenderloin" Last Picture Completed by Warner Bros.

"Tenderloin," starring Dolores Costello, was the last picture completed by Warner Bros. before the closing of their studio last week. The last scenes were shot on Monday by Director Michale Curtiz for this underworld story. During the final week of production four additions were made to the cast. They were Hugh Herbert, Dorothy Vernon, Evelyn Pierce and Fred Kelsey.

The principal supporting roles to Miss Costello in "Tenderloin" are played by Conrad Nagel, Dan Wolheim, Mitchell Lewis and Georgie Stone. The story was scenarized by E. T. Lowe, Jr.

Lewis Stone to Support Jannings in "Patriot"

Lewis Stone is to return to the Paramount lot, after four years' absence from the Lasky studio, to support Emil Jannings, in the German star's next starring vehicle for Paramount, "The Patriot."

Stone is to play the role of "Count Pahlen," originally intended for Jannings, who is to play the part of Czar Paul, son of Catherine the Great.

"The Patriot" is the story of "Paul the First" from the pen of Morejkowski, and tells of the colorful reign of Czar Paul's four years of insane rule, until he was murdered, as an act of patriotism, by Pahlen, who had been his closest friend and counsellor.

"Wickedness Preferred" New Cody-Pringle Film

"Wickedness Preferred" will be the final title of the latest Lew Cody-Aileen Pringle co-starring vehicle, formerly called "Mixed Marriages." This farce comedy was directed by Hobart Henley from a story by Florence Ryerson and Colin Clements. The case includes Bert Roach, Mary McAllister and George K. Arthur.

The first two Cody-Pringle pictures, "Adam and Evil" and "Tea for Three," are of the sophisticated farce type and served to increase the popularity which each of the two players had previously established in his and her own right.

R. R. Biechele Explains His Wire to Hays

President of Kansas-Missouri Organization Makes No Apology; Pledge of Support On Legislative Matters.

In response to a scathing attack by a radical writer, who became "riled up" because R. R. Biechele, president of the M. P. T. O. of Kansas-Missouri, sent a telegram to Will Hays pledging the co-operation of his organization with the Hays organization. Mr. Biechele made the following statement to a representative of this publication:

"I have no apology to make for the wire I sent to Mr. Hays. The fact that I am chairman of the contract committee, appointed at the recent Trade Practice conference, had no connection with my action. The wire was sent by me as president of the exhibitors association of Kansas and Missouri under the instructions of the board of directors of this organization.

"I don't deny the fact that we have co-operated with the Hays organization on legislative matters affecting the industry as a whole and hope that we will always enjoy the full co-operation of the Hays organization on all matters that concern both the distributing and exhibiting branches of the industry. Without this unified effort good results could not be obtained.

"And, as to my position on matters within the industry which concern the exhibitor, I stand on my record as an independent and unaffiliated theatre owner and president for a fourth term of the M. P. T. O. of Kansas-Missouri and as an active and charter member of this organization for nine years."

The telegram in question was:

> "The directors of the Motion Picture Theatre Owners of Kansas and Western Missouri in session here today have asked me to wire you that after considering several communications addressed to us recommending our affiliation with some new organizations and movements, we have decided instead to ride along with you and your organization believing as we do in your sincerity and ability to guard our best interest. We will stand squarely with you in all your efforts in our behalf and in behalf of the entire industry. We are satisfied with the results of the late Federal Trade hearing. We have also recommended to our convention to be held December 12 that we affiliate with the M. P. T. O. A.'"

The reason that Mr. Biechele was assailed and his resignation from the contract committee asked by the radical writer is undoubtedly because he happened to be chairman of that committee. Other state exhibitor bodies sent similar telegrams to Will Hays, among them being Nebraska, Western Iowa, Oklahoma and Arkansas.

"Be Yourself" Title of Next Denny Picture

Reginald Denny's forthcoming vehicle, "Be Yourself," will go into production immediately, under the direction of William A. Seiter.

Mary Nolan, who scored in "The Foreign Legion" and who is now completing a featured part in "Thoroughbreds," will play the leading feminine role. Others in the cast so far are William Davidson and William H. Tooker.

"Be Yourself," an original screen story by Harry O. Hoyt, who also made the screen adaptation, marks the return of the Denny-Seiter combination. Denny's last two Jewel productions, "That's My Daddy," and "On Your Toes," are scheduled for early release.

Adopted Aliens Theme of "His Country" Film

"His Country," with Rudolph Schildkraut in the title role, has started actual filming, according to announcement from the DeMille studio.

Louise Dresser portrays the feminine lead, while Milton Holmes has been assigned the juvenile lead, and Fritz Feld essays the part of a Russian terrorist. This is a picturization of America's vast horde of adopted sons and daughters.

SHORT SUBJECTS

A Department in This Trade Paper Acquainting You With the Little Features That Are an Important Part of Your Every Program

Capitol Doing Well

Business in general last week was better than usual for pre-holiday week. At the Capitol Theatre in Des Moines Harry Watts, the manager for the A. H. Blank-Publix interests, is giving a special morning showing of "Robinson Crusoe" in colors. The children are admitted for ten cents to this 11:30 show. They are invited to stay through for the stage show which follows.

Paul Spor, who is the new stage band manager and personality man for the Publix Shows at the Capitol, has been well received by audiences here though very little expression has been made verbally.

Real Circus Background for Astor-Hughes Picture

Mary Astor and Lloyd Hughes, co-featured in First National's circus production, "Do It Again," are having their first taste of circus life, in the tanbark atmosphere or its celluloid representative.

Marshall Neilan, director of "Do It Again," is now filming interior scenes of the picture at the studio, in circus cars borrowed for the purpose. Inasmuch as the Al G. Barnes aggregation has finished its season on the road, its performers, animals and other equipment became real movie actors for the production.

Many of the circus performers and freaks are proving good actors, and several of them have important parts. Among the most prominent roles played by regular circus performer are those taken by a giant, a fat lady, two clowns and two midgets.

EQUIPMENT AND SUPPLIES

This Section of This Trade Paper Throws the Spotlight on New Developments and Interesting Information Concerning Old Ones That Have Been Overlooked. Read This Department!

Brookhart Anti-Block Booking Bill Covers Acts Under Attack

Complete Text of Measure Introduced by Iowa Senator Vests Complete Administrative Powers With F. T. C.

The complete text of the bill introduced in Congress by Senator Smith W. Brookhart of Iowa, which would give copious administrative powers to the Federal Trade Commission and provides drastic penalties to violators of the anti-block booking provisions, is given below:

To prevent obstruction and burdens upon interstate trade and commerce in copyrighted motion picture films, and prevent the restraint upon the free competition in the production, distribution, and exhibition of copyrighted motion picture films, and to prevent the further monopolization of the business of producing, distributing, and exhibiting copyrighted motion pictures by prohibiting blind booking and block booking of copyrighted motion picture films and by prohibiting the arbitrary allocation of such films by distributors to theatres in which they or other distributors have an interest, direct or indirect, and by prohibiting the arbitrary refusal to book or sell such films to exhibitors in which they have no such interest.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, (a) For the purpose of this act "motion picture film'" or "film" or 'films'' shall mean copyrighted motion picture film such as is commonly transported in interstate commerce for exhibition in motion picture theatres. The word "person" shall be construed to import the plural or singular, and shall include individuals, associations, partnerships, corporations, and trusts. The word "producer" shall include any person engaged in photographing scenes, plays, entertainments, events or scenes of news interest, or historical or educational value, and the like or negative motion picture film for the purpose of making positive prints therefrom or otherwise for exhibition in motion picture theatres, whether or not such person also is engaged, directly or indirectly, in the distribution or exhibition of such films. The term "distributor" shall include any person engaged in selling, leasing, or renting copyrighted motion picture film to exhibitors, directly or indirectly, in the production of such films. The term "exhibitor" shall include any person owning or operating a motion picture theatre or theatres or other place where motion pictures are regularly exhibited as all or part of a program of entertainment, whether or not such person also is engaged, directly or indirectly, in the production or distribution of films. The "booking" of a film is the making of a contract of lease, license or sale between a distributor and an exhibitor, whereby the latter is given the right to make public exhibitions thereof. The words "interstate commerce" shall be construed to mean commerce between any state, territory or possession, or the District of Columbia, and any place outside thereof; or between points within the same state, territory or possession, or the District of Columbia, but through any place outside thereof, or within any territory, or possession, or the District of Columbia.

(b) For the purpose of this act (but not in anywise limiting the foregoing definition of interstate commerce) a transaction in respect of any copyrighted motion picture film shall be considered to be in interstate if the film is a copy or reproduction of a negative or positive film and is part of that current of commerce usual in the motion picture industry whereby films are sent from one state to another with the expectation that they will circulate in two or more states, being leased first to one exhibitor and then to another until the film has been exhibited such number of times that the public demand for exhibitions thereof has been met, including in addition to cases within the above general description, all cases where films are shipped by distributors located outside a state into that state to any branch or agency owned or controlled by such distributor.

Sec. 2. In the course and conduct of the motion picture industry the producers own and or operate studios in the states of California, New York, New Jersey, and other states where they make or produce motion picture films. In the production of motion picture films large quantities of unexposed negative and positive films are shipped from other states to the studios. At the studios and on suitable sites called "locations" scenes are photographed upon reels of negative film, and the negative film is developed and edited, and at least one positive film is made. The negative film is then shipped from the studios to laboratories located sometimes in the same states and sometimes in a different state, where as many positive prints are made as may be necessary to meet the demand for the films. The positive films being them covered by copyright are distributed by distributors to exhibitors in the several states. When the films are projected by an exhibitor upon a screen the final stage of the photographic process takes place and there is then depicted what is commonly known as motion pictures. To facilitate the delivery of motion picture films to the exhibitors most distributors have established branch offices throughout the United States known as "exchanges," where negotiations for the booking of films are conducted with exhibitors.

Sec. 3 A continuous supply of attractive motion picture subjects is essential to the successful conduct of a film exchange or motion picture theatre. Certain producers and distributors who by means of direct ownership or through total or partial stock control, leases, operating agreements, or otherwise are also exhibitors enjoy a controlling advantage over distributors and exhibitors who are not so affiliated. Such controlling advantage is theirs by virtue of controlling the production as well as the distribution and exhibition of films. Their control of production and distribution has resulted in conditions that have made it necessary for many exhibitors to affiliate with the producers and distributors in order to obtain an adequate supply of suitable motion picture subjects, such affiliations being established by means of giving to a producer or distributor control of such exhibitor's theatre or theatres through total or partial stock control, leases, operating agreements, or otherwise, or by former exhibitors acquiring a substantial interest or control in a producer or distributor. As a result of this condition, theatres controlled by or affiliated with one distributor are in many cases operated by another distributor. There is an increasing number of cases of control of a theatre or group of theatres by two or more distributors. Such common, interlocking interest and control by one distributor in the theatres of another distributor results in restricting the supply of suitable copyrighted motion picture films obtainable by exhibitors who are not so affiliated with a producer or distributor. The continually increasing control of motion picture theatres by producers and distributors results in restricting the number of motion picture theatres in which may be exhibited the film productions of producers and distributors not affiliated with motion picture theatres.

Certain practices have grown up in the distribution of films the continuance of which tends to increase the restrictions above described and threatens to create a monopoly in the business of producing, distributing and exhibiting copyrighted motion pictures. These practices consist of (a) blind booking and block booking, (b) unfair discrimination in the allocation of product in favor of exhibitors affiliated with producers and distributors and to the prejudice of exhibitors not so affiliated.

Blind booking and block booking is the system of booking films whereby the exhibitor is denied the right to view the product he is to lease and to select such part thereof as he deems suitable to the tastes of his public, but is required to lease all of the product of a given distributor offered for release during a given period long in advance of the time when the product is to be delivered and often before the making of such product has been commenced. This system of "blind booking" and "block booking" makes it incumbent upon an exhibitor to lease films which are not suitable for his needs and which he does not want in order to obtain films which from the descriptive matter he concludes his patrons will demand and which he must have in the successful conduct of his business. This system of blind and block booking of films requires the exhibitor to show films of poor quality or to suffer the loss of the rental on such films, and precludes the small producer having only a few films a year or any other producer or distributor having no theatre affiliations, from competing with the producers and distributors because the latter by block booking successfully monopolize the playing dates of the exhibitors.

Sec. 4. Six months after the date of this act it shall be unlawful for any producer or distributor of copyrighted motion picture films in the current of in-

(Continued on Page 16)

N-E-W-S B-R-I-E-F-S

There are rumors in Germany that UFA may build a studio in Hollywood.

* * *

Herbert Brenon celebrated his 18th anniversary in the picture making business last week. Brenon made one of the first motion pictures in California 18 years ago.

* * *

Warner Brothers has announced the company has a Vitaphone trailer for "The Jazz Singer." This is the first time sound has been incorporated into a trailer.

* * *

Richard Dix will make "Woman Trap" as his next Paramount picture, instead of "Oxford" as formerly announced.

* * *

Mrs. Wallace Reid has completed her 20-weeks tour of personal appearances with her latest picture, ' 'The Satin Woman."

* * *

Raoul Walsh will play the leading role in "The Red Dancer of Moscow," as well as direct the picture. Fox is producing.

* * *

Moon Mullins, the clumsy character of the cartoon strip, is to be brought to the screen by Alan Hale, who will make a series of Mullins comedy for De Mille.

* * *

Charlie Chaplin's "The Circus" will have its premiere in New York on January 7 instead of the 14th, as formerly announced.

* * *

Every actress uses the "stolen jewels" story as a press agent stunt. But Marcella Arnold, leading lady in Educational comedies, experienced a real robbery when a thief took a handful of gems. But the joke is on the culprit as the loot's value amounted to $1.65. They were Woolworth specials.

* * *

New Caledonia, an island penal colony in the south seas, is the locale of James Cruze's next special for Pathe, "The Red Mark."

* * *

Estelle Taylor, also known as Mrs. Jack Dempsey, has been signed by Columbia to play the title role in "Lady Raffles."

* * *

"War and Peace" is the title of the first picture to be produced by the new organization, Associated Artists Production. The picture is being backed by William C. Towle, son of the famous manufacturer of Log Cabin syrup.

* * *

It is understood that Tiffany-Stahl is seeking the services of Jack Dempsey to make a series of four pictures.

* * *

Nancy Carroll has been signed for the leading feminine role in Wallace Beery's and Raymond Hatton's next comedy for Paramount, "Partners in Crime."

* * *

Mrs. Wilhemine Alff, Cherokee, Ia., has not missed a night at the picture show in 3,000 nights. She figures she has seen 2,920 pictures.

* * *

Metro has made three new contracts with prominent names. Laurence Stallings has been engaged for two more years. Tim McCoy has been signed for another year. Renee Adoree also has been signed for another year. Miss Adoree will reach stardom during this period, it is believed.

* * *

"Abie's Irish Rose" will be finished this week, according to Paramount officials. Victor Fleming is directing and Charles Rogers is playing the part of Abie.

* * *

"Uncle Tom's Cabin" has been cut to 10 reels for regular showing. The present version is considered to be more suitable to audiences.

* * *

Eight producing companies are working at the FBO studios, which is considered a record for the year.

* * *

M-G-M has changed the title of "Trelawey of the Wells" to "The Actress." Norma Shearer stars.

* * *

Sam Rork has announced he will make ""The Houseboat on the Styx" for First National. Will Rogers will star.

* * *

Charles Bray has selected "Bride of the Colorado" as his first feature length production. The picture is now in production on the Colorado river with Elmer Clifton directing.

* * *

Stern Brothers will spend $50,000 for studio improvements, Universal announces.

* * *

Weiss Brothers are preparing a 10-episode serial, "The Mysterious Airman." Eugenia Gilbert and Walter Miller will star.

* * *

Edna Murphy and Mervyn Le Roy, First National's youngest director, were married last week. The ceremony took place at the home of Colleen Moore.

* * *

The Prince of Wales attended a showing of "When a Man Loves" in London last week. It was reported he applauded enthusiastically at the close of the picture. This feature plays in England under the title of "His Lady.'"

* * *

Sam Denbrow, Jr., has been elected vice-president of Publix by the board of directors last week.

* * *

Lois Wilson has been signed for five pictures by Columbia.

* * *

The Duncan Sisters will return to Hollywood shortly to sign for another screen appearance. The girls have been touring with the picture making personal appearances.

* * *

M-G-M is considering the elevation of Joan Crawford to stardom. Miss Crawford has been playing the feminine leads in many of the company's biggest productions.

* * *

Thomas A. Edison witnesses a showing of Movietone recently and the inventor seemed well pleased with the demonstration. In commenting on the invention, the "wizard" said: "There is no question but that Movietone is a distinct advance toward the perfection of talking pictures. I believe that it will go a long way toward creating a better understanding among the peoples of all the world."

* * *

Myrna Loy, May McAvoy and Lelia Hyams signed new contracts with Warner Brothers last week.

* * *

George K. Arthur and Karl Dane will make "Detectives," M-G-M has announced. The comedy pair is putting the finishing touches on "Monkey Business."

PICTURE NEWS

TOLD IN PICTURES

NENA QUARTARO

James Cruze's first "find" since he began directing pictures, Nena Quartaro, has been given the stellar role in "The Red Mark." Miss Quartaro, who is 17 and a Spanish-Italian beauty, has never appeared on the screen. She has been given a five-year contract.

Leah Baird and Taylor Holmes, who are appearing in Pathe's Henry and Polly Funmakers, produced by Gaiety Pictures, are shown above.

At the left is Tom Moore, popular screen star, who is featured in "The Siren," Columbia Pictures production. Dorothy Revier has the title role.

Two new comediennes are Charlene and Minniella Aber, twins, who have forsaken vaudeville to appear for Educational opposite Lupino Lane. Which is Minniella?

Miss Toronto, winner of a Canadian beauty contest, is greeted at Los Angeles by Chas. Christie, general manager of Paramount-Christie comedies.

Arthur Stone braved perils of the air on the varnished surface of an airplane in "Hard Boiled Haggerty," First National picture with Milton Sills in the title role. It was impossible to use a double in this stunt. Art has just completed playing in "The Valley of the Giants."

A dramatic sequence in "Stage Kisses," featuring Kenneth Harlan and Helene Chadwick. In this tense scene, Harlan, Ethel Wales, Phillips Smalley and Miss Chadwick.

Lewis Stone and Norman Kerry are starred in the Universal production "The Foreign Legion." In the supporting cast are Mary Nolan, June Marlowe and Crawford Kent.

Jules White, between the girl and the dog, is head over heels under way with a series of comedies on the Educational lot.

Snookums, the Stern Bros. starlet, is improving both in age and idea. Here he is shown reading over the script of one of his forthcoming productions with Director Gus Meine. He demands that more ice cream and cake be used in the future.

Lupe Velez, who is nearing stardom, has played in many Pathe comedies and is now cast opposite Rod LaRoque in "Stand and Deliver." Who wouldn't, seeing the pulchritudinous Lupe?

The PICTURE GUIDE

Little Tips on New Pictures

Streets of Shanghai

Distributed by Tiffany.

STAR: Pauline Starke.

SUPPORT: Kenneth Harlan.

TYPE: Adventure romance.

TIME: Present.

LOCALE: Shanghai.

LENGTH: 7 reels.

SYNOPSIS: Mary Sanger, who works in a Shanghai mission, goes to The House of the Cage to get back a little Chinese girl who was stolen from the mission. She runs into difficulty until Lee and Swede, two Marines, come to her rescue. While searching for the girl Lee comes on to Sadie, a street walker, who thinks Lee is a customer. She makes up to him at once but he scorns her, despite the fact that she saves him from a knife which was hurled at him. Owing to troubles Lee sends the two girls to the Consulate. Sadie makes Mary believe that Lee is in love with her and gets him into a compromising situation. Mary, heartbroken, leaves. Not until a Chinese uprising puts them all at the point of death does Mary realize that Lee has been true to her. A terriffic battle takes place in which the Marines are victorious, and Mary and Lee are reunited.

HIGHLIGHTS: The uprising, the battle, the romance.

The Cohens and Kellys in Paris

Distributed by Universal.

ETAR: George Sidney, J. Farrel McDonald.

SUPPORT: Vera Gordon, Kate Price, Sue Carol, Charles Delaney, Gertrude Astor.

TYPE: Farce comedy.

TIME: Present.

LOCALE: Paris.

LENGTH: 7 reels.

SYNOPSIS: Cohen and Kelly have a partnership fight in which the wives join to please their husbands. And the feud becomes more intense when Sayde Cohen and Patrick Kelly, the children of the two families, get married in Paris. The families believe they are only engaged and in order to stop the wedding the Cohens and Kellys decide to leave for Paris. Pat Kelly is an artist and his wife disapproves of her husband's habit of painting women in the nude. As a result the pair have a near falling out. The two families get into all kinds of comical situations in the cabarets and restaurants. A Frenchman challenges Cohen to a duel and the climax is reached when the men come together with dueling pistols.

HIGHLIGHTS: The duel, ship scenes, the cabarets.

Get Your Man

Distributed by Paramount.

STAR: Clara Bow.

SUPPORT: Charles Rogers.

TYPE: Comedy-drama.

TIME: Present.

LOCALE: France.

LENGTH: 6 reels.

SYNOPSIS: Nancy, an American girl traveling in France, meets Robert, the son of a French nobleman, several times during a day. Finally they get to chat in a museum and are so absorbed that they fail to hear the doorman announce that the building is being closed. As a result the two are locked in all night. When morning comes, they are very much in love, but Robert is forced to tell Nancy that he is betrothed to Simone, the daughter of a neighboring family—the betrothal having taken place when the two were infants. Nancy is heartbroken and leaves. She manages to get herself invited to Robert's estate, and she nearly wins Robert's father. If she should marry him, Robert would be her step-son. Nancy uses all her influence to have the ancient betrothal broken, but does not succeed. At last she gets into Robert's room and pretends to be struggling. The families enter and tell Robert he must marry Nancy to protect the family name. So all ends to everyone's satisfaction as Simone is in love with her father's secretary.

HIGHLIGHTS: The mock struggle, the night in the museum.

The Power of the Weak

Distributed by First Division.

STAR: Alice Calhoun.

SUPPORT: Arnold Gregg.

TYPE: Timberland romance.

TIME: Present.

LOCALE: Big trees region.

LENGTH: 6 reels.

SYNOPSIS: Myra Benedict goes to her timber tract to make the last few weeks of control on the property pay. The foreman proves to be traitor and in a fight with Bradford, a young timber worker, is thoroughly whipped. Myra makes Bradford her foreman and under his leadership the work progresses. The ex-foreman returns on the final day and causes a train of logs to go down a grade to a bridge which he has ordered blown up. Bradford jumps on to another car and a fight takes place on top of the cars. Myra also gets aboard so she can stop the engine, but it is too late as the train goes over an embankment. But Bradford and Myra are safe. They discover they are in love with each other and the senior Bradford sends blessings for he realizes that his son has proved himself a man.

HIGHLIGHTS: The runaway train, the fight on the car.

The Shepherd of the Hills

Distributed by First National.

STAR: Alec B. Francis.

SUPPORT: Molly O'Day.

TYPE: Romance of the Ozarks.

TIME: Present.

LOCALE: The Ozarks.

LENGTH: 6 reels.

SYNOPSIS: Young Mathews is secretly in love with "Sammy" Lane. But Sammy loves another. Old Mathews keeps a young boy who is the son of his daughter who was led astray by a visiting artist. Mathews has sworn he will kill the artist or the artist's father is he finds either. A stranger comes to the community and lives with the Mathews. He is David Howitt, the father of the artist, but he keeps his identity a secret. He helps the Mathews with the flocks and becomes known as The Shepherd. Wash Gibbs, a bully, has been trying to cause Mathew a great deal of trouble. The lack of rain causes a great drouth and the community faces starvation. A wagon train bringing food is wrecked by Gibbs. Matt beats up Gibbs when he hears that Sammy is not in love with the supposed person. The Shepherd confesses his identity and is forgiven. Rain comes and the community is saved.

HIGHLIGHTS: The rural scenes, the fight, destruction of the wagon.

A BOX-OFFICE SMASH *FROM*

SECURITY PICTURES CORP.

FILM EXCHANGE BLDG. OMAHA, NEBR.

(Continued from Page 9)

tersate commerce to lease or offer for lease for exhibition in any theatre or theatres copyrighted motion picture films in a block or group of two or more films at a designated lump sum price for the entire block or group only and to require the exhibitor to lease all such films or permit him to lease none; or to lease or offer for lease for exhibition such motion picture films in a block or group of two or more at a designated lump sum price for the entire block or group and at separate and several prices for separate and several films, or for a number or numbers thereof less than the total number, which total or lump sum price and separate and several prices shall bear to each other such relation as to operate as an unreasonable restraint upon the freedom of an exhibitor to select and lease for use and exhibition only such film or films of such block or group as he may desire and prefer to procure for exhibition, or shall bear such relation to each other as to tend to require an exhibitor to lease such an entire block or group or forego the lease of any portion or portions thereof, or shall bear such relation to each other that the effect of such proposed contract for the lease of such films may be substantially to lessen competition or tend to create a monopoly in any part of the certain line of commerre among the several states, to-wit, the business of production, distribution and exhibition of motion picture films.

Sec. 5. After eighteen months from the date of this act it shall be unlawful for any producer or distributor of motion picture films, in the current of interstate commerce, to make or enter into any contract, agreement, or arrangement for the leasing of any film or films for exhibition to the public unless such copyrighted film or films have been completed and are available for immediate release and without first affording the exhibitor desiring to lease such film or films an opportunity to view a projection of such film or films upon a screen if he so desires.

Sec. 6. After six months from the date of this act it shall be unlawful for any producer or distributor to allocate, lease, or rent copyrighted films to theatres which are affiliated directly or indirectly with such producer or distributor or with any other producer or distributor without affording all competing exhibitors an equal opportunity to bid for such films in free and open competition.

Sec. 7. Administration of this act is vested in the Federal Trade Commission, which is hereby authorized and empowered to make suitable rules and regulations for giving effect to the provisions hereof, including the power, after full hearing, to fix the differentials which may be observed between the price of a block or group of films and the price of a separate and several film or films less than such block or group as mentioned in section 4 of this act.

Sec. 8. Any person who shall knowingly and wilfully violate any provisions of this act or any order, rule, or regulation made by the Federal Trade Commission, shall, upon conviction in any district court of the United States, be sentenced to a fine of not more than $10,000 and not less then $1,000, or to imprisonment for more than one year or to both such fine and imprisonment, in the discretion of the court.

Ohioan Bids for Title As Exhibitor-Golfer

C. W. DEIBEL

If the motion picture universe ever starts a contest for the best exhibitor-golfer, our candidate will be C. W. Deibel, of Youngstown, Ohio. During the past 15 years Mr. Deibel has won the imposing array of silverware, otherwise known as trophies, displayed below, through his prowess on the links.

However, it must not be assumed that Mr. Deibel does little else but play golf, While winning these trophies he has

built four theatres, the latest being the Liberty at Youngstown, which itself is tribute to a real showman's skill in planning for public good will and entertainment.

As a golfer, Mr. Deibel apparently is about three up on other exhibitors in the ancient and royal game.

Denny in "Be Yourself"

Filming of "Be Yourself," Reginald Denny's forthcoming Universal-Jewel production, has been started under the direction of William A. Seiter, it is announced by Universal executives.

Mary Nolan, who scored an outstanding triumph in the Universal production "The Foreign Legion" and who is now completing a featured part in "Thoroughbreds," will play the leading feminine role. Others in the cast are William Davidson and William H. Tooker, Dorothy Gulliver, Sailor Sharkey and Bull Montana.

"Be Yourself," an original screen story by Harry O. Hoyt, marks the return of the Denny-Seiter combination responsible for many of the screen star's best pictures.

BOX OFFICE REPORT BLANK

Tear Out. Fill In

Mail Today

For the Next Issue

If Every Exhibitor Does His Duty There Will Be No Inferior Pictures.

Title _____

Star _____

Producer _____

Remarks _____

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Title _____

Star _____

Producer _____

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Title _____

Star _____

Producer _____

Remarks _____

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Exhibitor's Name _____

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House Name _____

_____

Kind of Patronage _____

_____

Town _____

_____

State _____

_____

WHAT THE PICTURE DID FIRST RUN

AT OMAHA THEATRES WEEK ENDING DECEMBER 24

ORPHEUM

The Rush Hour, Marie Prevost, Harrison Ford.

BUSINESS: Good.

AUDIENCE REACTION: Liked it.

SUMMARY: Story of a girl who works in a steamship ticket office with the ambition to go abroad. Discovered as a stowaway, she is forced to work out her passage, furnishing a humorous element.

ENTERTAINMENT MERITS: 85 per cent.

SUN

Joy Girl (Fox), Olive Borden, Neil Hamilton.

BUSINESS: Fair.

AUDIENCE REACTION: Pleased.

SUMMARY: A story defending modern youth, with Olive Borden as the girl who sets out in search of adventure and a wealthy husband. The episode takes her through the resorts, clubs and fashionable homes of the rich.

ENTERTAINMENT MERITS: 75 per cent.

SHORT SUBJECTS: Our Gang comedy, Yale versus Harvard.

WORLD

On Ze Boulevard (M-G-M), Lew Cody, Renee Adoree.

BUSINESS: Good.

AUDIENCE REACTION: Pleased.

SUMMARY: The drama of a French waiter and his fiancee, the cashier of a cafe in which both work. A comedy of complications and laughable incidents.

ENTERTAINMENT MERITS: 60 per cent.

SHORT SUBJECTS: Buster Brown comedy, "Buster, Don't Forget."

RIVIERA

She's a Sheik, Bebe Daniels, Richard Arlen.

BUSINESS: Average.

AUDIENCE REACTION: Fair.

SUMMARY: Bebe Daniels as the dashing daughter of the desert who kidnaps the man she loves. Bebe distinctively burlesque the sheik in her own fashion.

ENTERTAINMENT MERITS: 70 per cent.

MOON

Great Mine Disaster (Universal), Marie Dresser, Jason Robards.

BUSINESS: Very good.

AUDIENCE REACTION: Well pleased.

SUMMARY: From Lucien Cary's story "Red Flannels," with the background of a college and mining town. Mother love forms the theme of the drama.

ENTERTAINMENT MERITS: 90 per cent.

SHORT SUBJECTS: "A Wolf in Cheap Clothing."

AT DETROIT THEATRES WEEK ENDING DECEMBER 24

DES MOINES

Valley of the Giants (First National), Milton Sills.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: Playing a pre-holiday week when there is usually a slump, this feature did much better than usual.

ENTERTAINMENT MERITS: 90 per cent.

CAPITOL

Man Crazy (First National), Dorothy Mackaill, Jack Mulhall.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: Did fairly well against strong competition.

ENTERTAINMENT MERITS: 85 per cent.

STRAND

Two Flaming Youths (Paramount), Chester Conklin, W. C. Fields.

BUSINESS: Fair.

AUDIENCE REACTION: Fair.

SUMMARY: On half week run this comedy did fairly well.

ENTERTAINMENT MERITS: 80 per cent.

STRAND

Spring Fever (M-G-M), Wm. Haines, Joan Crawford.

BUSINESS: Good.

AUDIENCE REACTION: Good.

SUMMARY: Did trifle better than average on half week run.

ENTERTAINMENT MERITS: 85 per cent.

Open Sioux City Orpheum

The Orpheum circuit opened their new Orpheum Theatre at Sioux City last week. The old Orpheum was taken over by A. H. Blank and re-named the Capitol.

CURRENT RELEASES

Week of January 1, 1928

EDUCATIONAL

There It Is, Charley Bowers, (2).

New York's Sweetheart, Curiosity, (1).

Fall In, Monty Collins, (1).

Dummies, Larry Semon, (2).

FIRST NATIONAL

Shepherd of the Hills, Molly O'Day, (7).

FOX

No Other Woman, (7).

Hot House Hazel, (2).

PATHE

The Masked Menace, No. 9, (2).

The Broncho Buster, Aesop Fables, (1).

On To Reno, Marie Prevost, (6).

Laddie Be Good, (5).

The $24 Island, (1).

UNIVERSAL

Cohens and Kelly in Paris, George Sidney, (7).

The Air Patrol, Al Wilson, (5).

Boss of the Rancho, Bob Curwood, (2).

WARNER BROTHERS

If I Were Single, May McAvoy, (7).

Special New Year's Eve Shows at Iowa Theatres

Theatres over the state are planning on special New Year's Eve shows, with quite elaborate plans being made for the special midnight shows. The theatres of the A. H. Blank chain over the state will all have special New Year's eve shows in accordance with their regular custom, while many exhibitors who have not previously had these special shows will this year give parties at which the movie patrons may celebrate as the New Year comes in.

The Capitol, of which Harry Watts is manager for the A. H. Blank-Publix chain, the Des Moines, Jess Day, manager, and the Strand Theatre, which is now under the management of Lionel Wasson, all will have special holiday shows and will have elaborate performances on New Year's eve with favors for all the guests and special stage entertainment.

EQUIPMENT AND SUPPLIES

Poor Ventilation Will Ruin Theatre Personnel

Another important phase of theatre construction and management is proper ventilation, a subject which has undergone tremendous development during the past few years. Its influence upon the entire personnel of a house is stressed by Harry Doolittle of the Liberty, Fresno, in an article in "Now," Wesco house organ, which reads as follows:

"It may seem a trifle unique for an organist to wander from the beaten path and harp on a subject that is almost on the opposite end of the theatrical rope from the gentle art of pounding ivories.

"Everyone knows the very elementary biological principles of food, water and oxygen for the proper and continued functioning of the houman body and the facts that life could go on for a short length of time with a complete lack of food and water. But oxygen is a different thing entirely. There is nothing that can make you feel more sluggish, or more musically unproductive than to work in a poorly ventilated theatre. And the audience . . . they are equally unable to accept the entertainment, either screen or musical, no matter how good it may be.

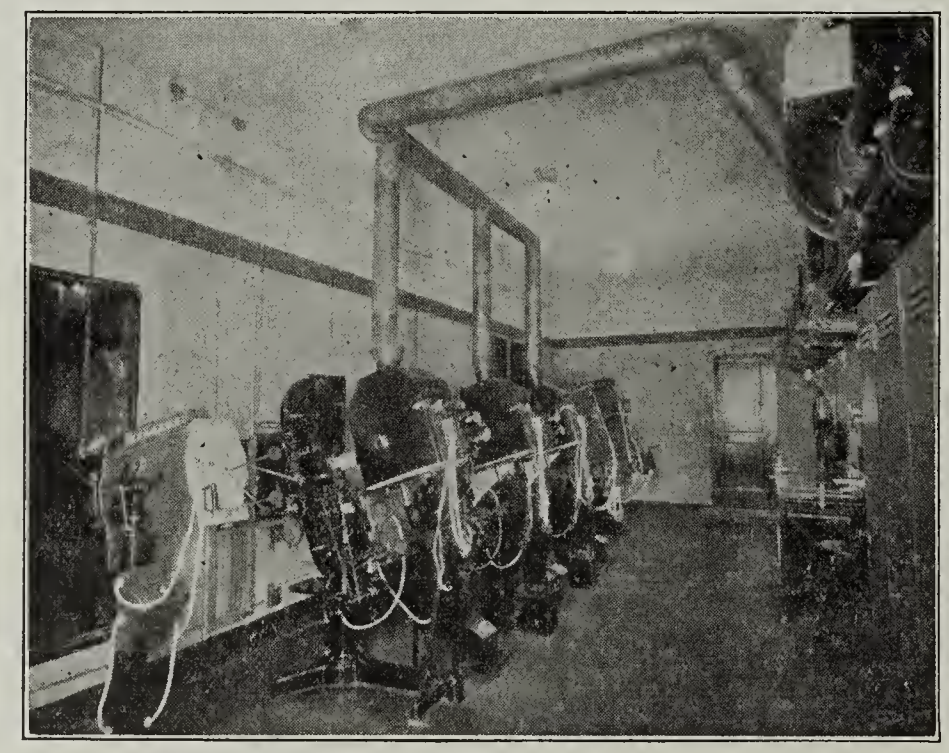
"Did you ever go into a theatre seeking amusement and comfort and immediately upon entering its otherwise hospitable portals be greeted by an odor commonly associated with equestrian hostelries and like places? If you did you probably noticed the musician, or musicians, who, with clammy brows and drooping shoulders, were doing their pitiful best to evoke some semblance of music out of their instruments. After several minutes of tolerance you probably left, remarking on the density of the atmosphere but cussing the music, little realizing under what handicaps it was being produced.

"But enter the modern, up-to-date theatre that is supervised by a modern uptodate manager who is careful and fully appreciates the results that he is able to obtain through his ventilation system. The theatre is sufficiently below body temperature, sufficiently lacking in humidity to make it comfortable. As a result the whole staff is comfortable and "on their toes." The musicians—erect, alert, capable. The organist ready and willing, his mind open and his fingers responsive. Tuneful melodies, seemingly with no effort, flow harmoniously from his instrument. All's well with the ventilation system.

"But don't mistake me. A good ventilation system does not make a poor musician good while a poor one sure wrecks havoc with the technique and whole general functioning abilities of a good musician."

Fine Projection Featured in New Indiana Theatre

Projectionists of the handsome new Indiana Theatre at Indianapolis are shown above. Reading from left to right: E. C. Latta, chief projectionist; Lloyd Silverthorn, Harry Covert and Forrest Allen.

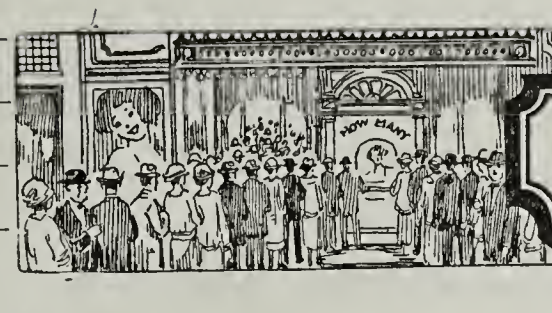


Above is a glimpse of the modern projection room of the Indiana. Completely equipped by the National Theatre Supply Co.

M-G-M Acquires "Rasputin"

Metro-Goldwyn-Mayer has acquired the motion picture rights to "Rasputin," by Alfred Henschke Klabund, Russian novelist famous for his "Peter the Great" and other stories.

This tale of the strange character who won the sobriquet of the "Black Monk" and was assassinated by a Royalist group during the World War is understood to provide exceptionally dramatic screen material. No further announcement has been made yet as to plans for production.



BOX-OFFICE REPORTS

COLUMBIA

Sweet Rosie O'Grady, Shirley Mason.—Opened our house with this picture against stiff Paramount competition and gave 100 per cent entertainment value and satisfaction to our patrons.—Victor Cason, Clinton, Mo.

The College Hero, Robert Agnew.—A very clever story of college life and should please any audience. Should go over big in college towns, although this type of picture is being somewhat overdone.—C. W. Goodell, Ottawa, Kas.

Alias the Lone Wolf, Bert Lytell.—A very fine picture and one that will draw business in any locality. Our business a little off on account of weather but no fault of the picture.—C. W. Goodell, Pastime, Ottawa, Kas.

Birds of Prey.—A very good picture. This was a short notice substitute and we had no chance for advertising. Should have had more money considering the picture.—Dr. C. F. Cluthe, Woodlawn, Evansville, Ind.

Sweet Rosie O'Grady, Shirley Mason.—A very pleasing picture. Good acting.—Dr. C. F. Cluthe, Evansville, Ind.

The Swell Head.—Just a fair program picture.—Cecil Dye, Storm, Oakland City, Ind.

FIRST NATIONAL

High Hat, Ben Lyon.—Punk. No life no action, no nothing. People dissatisfiedl.—Joe Hagen, Rex, Cromwell, Ok.

The Poor Nut, Jack Mulhall.—Good college town picture. Not as good as "Smile Brother Smile," but a picture that will please 80 per cent.—Joe Hagen, Rex, Cromwell, Okla.

Lonesome Ladies, Lewis Stone.—Lewis Stone is a poor drawing card here.—Ira Stonebraker, Allen, Allen, Kas.

FOX

Arizona Wild Cat, Tom Mix.—Very good. Pleased everyone.—Phil Zeller, Rivoli, Defeanil, Ohio.

Loves of Carmen, Dolores Del Rio.—Very good but didn't draw as good as it should.—Phil Zeller, Rivoli, Defeanil, Ohio.

PARAMOUNT

Hula, Clara Bow.—Just a fair picture of thinly clad Clara. A good picture for the city, but not much for a small town.—Joe Hagen, Rex, Cromwell, Okla.

Fireman Save My Child, Beery-Hatton.—Good and plenty of comedy. A picture that will please 90 per cent. Book it.—Joe Hagen, Rex, Cromwell, Okla.

PATHE

Almost a Lady, Marie Prevost.—Good comedy. No special, but will please any audience.—J. A. Greve, Princess, Oak Creek, Colo.

Fightin' Comeback, Buddy Roosevelt.—A small western. Not much to it, easily substituted.—J. A. Greve, Princess, Oak Creek, Colo.

Risky Business, Vera Reynolds—Good clean comedy. Will drive blues away. No special.—J. A. Greve, Princess, Oak Creek, Colo.

RAYART

Modern Daughters, Edna Murphy.—A real "hot" picture—play it.—S. M. White, American, Keytesville, Mo.

The Lost Express, Helen Holmes.—A splendid Saturday night program. Holds the interest. Can be bought right.—S. M. White, American, Keytesville, Mo.

The Silent Hero.—A very good picture.—Guy Shriner, Gem, Kansas City, Mo.

The King of the Jungle.—We had the biggest Monday night we have ever had on the first episode of this serial.—Tom Clark, National, Kansas City, Missouri.

The Cruise of the Hellion.—This is the first sea story I have ever made money on.—Walter Burkey, Admiral, Kansas City, Mo.

The King of the Jungle.—A very good serial.—T. R. Morrissey, Central, Kansas City, Mo.

TIFFANY

Fisherman's Luck.—A beautiful colored reel that everyone enjoys seeing. The rental on them is a little too high for small towns.—J. W. Anderson, Lyric, Tekamah, Neb.

Colored Classics.—These are very good. Ladies like them very much and I think every exhibitor who can afford to pay shuold play them. They are something different and beautiful.—Tom Yiannis, Princess, Dubuque, Ia.

Women's Wares, Evelyn Brent.—A very good audience appeal and took well with our patrons.—S. A. Hayman, Lyda, Grand Island, Neb.

Lightning.—Cleaned up with Lightning and had an exceptionally good night on "Enchanted Island." Both pictures worth pushing. Recommend these subjects to all brother exhibitors.—Tom Cole, Jr., Bonner, Bonner Springs, Kas.

Enchanted Island.—An exceptional picture. Pleased one hundred per cent. Give us more like this one. So far, all Tiffany-Stahl Productions have proved wonderful returns for us.—W. A. Harris, Regent, Blackwell, Okla.

Lightning.—One of the best pictures we have played this year. Received many favorable comments at the door.—Fronkier & Steele, Whiteway, Fredonia, Kas.

UNIVERSAL

Men of Daring, Jack Hoxie.—It surely did take men of daring to produce it.—Gene Summers, Elite, Seiling, Okla.

Painting the Town, Glen Tryon.—A good picture, made me money.—Gene Summers, Elite, Seiling, Okla.

Men of Daring, Jack Hoxie.—A good Saturday picture. Pioneer days of the west. I showed it Wednesday and Thursday as a special to two rather poor houses. It should have stood them up on Saturday.—Joe Hagan, Rex, Cromwell, Okla.

Mystery Club, Star Cast.—A little mystery, some comedy. A fair picture, a little different.—Joe Hagen, Rex, Cromwell, Okla.

Western Whirlwind, Jack Hoxie.—Some action; a little comedy. Otherwise rather light.—J. A. Greve, Princess, Oak Creek, Colo.

"Ladies of Victory" is 3rd M-G-M Technicolor

It is announced that the title under which the third of the series of six Great Events will be released is "The Lady of Victories," the great love drama of Napoleon and Josephine. This picture has been produced under the working title of "Napoleon and Josephine" for release by Metro-Goldwyn-Mayer.

The case includes Agnes Ayres as Josephine Otto Matiesen as Napoleon, and George Irving as Talleyrand.

EXHIBITORS—
Send in Your
Box-Office Reports

Mysterious Teaser Ads in Tie-up for "The Unknown"

Mysterious sounding teaser ads on Lon Chaney's Metro-Goldwyn-Mayer vehicle, "The Unknown," were the basis for the publicity campaign on that picture when it played the Adelphos Theatre, Ardmore, Okla.

The Rawlins Furniture company had a special window display of a suite of fine bed room furniture, with special handlettered cards reading " 'The Unknown' buys our furniture—'the Unknown' will buy this beautiful set of furniture for his girl."

The Henly Ladies' Furnishing store carried a window display on ladies' accessories—cards placed in the window read as follows: "The star of 'The Unknown' wears the finest of lingerie—Joan Crawford, star of 'The Unknown,' endorses our ladies' furnishings."

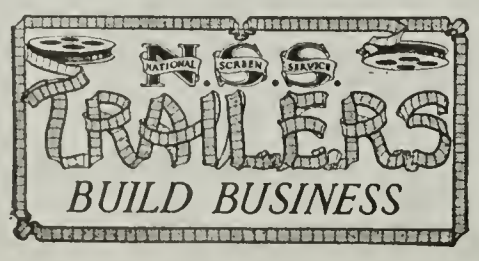
The Ardmore Bakery company carried special windows on pastries. Cards read: " 'The Unknown' eats our famous pastries—'The Unknown' eats our fine doughnuts."

The Herd Hardware company carried a window on bathing suits. Cards were placed in window reading: "Joan Crawford, star of 'The Unknown,' wears a Jantzen Bathing Suit."

Library Gives Out Book Marks for "Sorrel & Son"

A model public library tie-up on "Sorrell and Son" was conducted by the Cleveland Public Library in cooperation with the Stillman Theatre.

The theatre printed bookmarks 3 in. by 8 in. carrying a list of "father and son" literature compiled by the library. These bookmarks were distributed with every book given out in the circulating department of the main library and thirty branch libraries. Besides, the library in its various branches carried a display of still pictures from "Sorrell and Son," the photoplay, and book jackets of various titles relating to fathers and sons.



Equestrian Stunt Aids Showing of "Ben Hur"

An equestrian stunt was one of the many unusual features employed at the Empress Theatre, Sapulpa, Okla., to put over a showing of Metro-Goldwyn-Mayer's "Ben Hur," starring Ramon Novarro. J. A. Moeller, manager of the Empress Theatre, did the exploitation work on this M-G-M production, aided by an M-G-M exploiteer.

Three days before the opening of the attraction the equestrian ballyhoo was put out on the streets. A rider in uniform mounted on a horse, bearing trappings, lettered with the following copy, "Coming, the mightiest of all photographs—'Ben Hur,' " rode through the streets and distributed heralds on the attraction.

The lobby display consisted of a forty foot banner placed across the front of the marquee, and of two fifteen foot banners stretched across either end of the marquee. Five hand painted poster panels, with stills from the production worked in, were arranged about the interior of the lobby.

An arrangement was made with M. J. E. Rogers, Superintendent of Schools, for an announcement to be made before every class of the public schools relative to a special matinee for the children. The same announcement was also made in all the rural schools surrounding Sapulpa.

Letters were mailed to all the clergymen of the city, requesting them to make announcements of the showing from either their pulpits or before some other religious meeting. Every minister in the city was glad to co-operate with Mr. Moeller on this powerful and dramatic picture of the times of Christ.

Song Tie-up for "Speedy"

With the release of Harold Lloyd's new comedy production, "Speedy" by Paramount, exhibitors will be offered a song tie-up with the Lloyd picture as a part of their exploitation campaign.

Coincident with the release of the picture, Robbins and Company are publishing a song based on the story of "Speedy" and the character portrayed by Lloyd. The song will have a distribution throughout the country, not only in music stores, but in department stores, drug stores and other establishments handling songs as a side line. The publishers have representatives in several of the larger cities in the United States who will be glad to cooperate with exhibitors of "Speedy" in regard to window displays and other hook-ups.

Three Feminine Stars Sign Warner Contracts

Three of their most popular players, May McAvoy, Lelia Hyams and Myrna Loy, received new contracts last week from Warner Bros., who will have their entire array of stars ready in February to start work on the 1928-29 schedule.

All three actresses were signed for a period of years and will have prominent places in the stories filmed by Warner next season. The new contract in each case was the result of the player's work on the program of releases completed when the Warner Studio closed for a vacation period last week.

Miss McAvoy came to Warners a year ago and since then has played for them in "Matinee Ladies," "Irish Hearts," "Slightly Used," "A Reno Divorce," "If I Were Single" and "The Little Snob." In addition, she appered as feinine lead in "The Jazz Singer" and in the recently finished Vitaphoned special, "The Lion and the Mouse."

Lelia Hyams is a Warner Bros. discovery. Productions in which she has scored recently include two Monte Blue pictures, "The Brute" and "One Round Hogan." Her last was "The Crimson City."

Myrna Loy also is a Warner find. Her first role was in "Don Juan" and this was followed by "Across the Pacific," "Bitter Apples," "The Climbers" and several others. She recently registered in the title role of "The Girl From Chicago."

George F. Adams, who recently opened up offices at 321 Security building, reports the sale of a Reproduco organ to E. T. Dunlap of the Dunlap Theatre at Hawarden. The organ was installed last week.

* * *

Two Powers machines were added to the equipment of the theatre at Winterest, Ia., last week. Mr. Pettit has the theatre at Winterset.

* * *

The new president of the Kiwanis Club at Burlington, Ia., is Harold D. Barnes, manager of the Rialto Theatre for A. H. Blank. Mr. Barnes co-operates in community organizations and has added much to his success in the film game by his pleasing personality.

* * *

At Cincinnati, Ia., there was a change of ownership last week when the Royal Theatre there was bought by H. F. Corder. Charles Vest was the former owner of the Royal.

* * *

R. M. Wilson, assistant to Charles M. Steele, supervisor of exchanges for First National, was in Des Moines last week and spent some time in inspecting the office here. He returned to New York for the Christmas holidays.

* * *

The Gem Theatre at Webb, Ia., was sold last week. The theatre has been operated for some time by the American Legion unit in the town. It was bought last week by Campbell & West who are local men and who will immediately take possession of the theatre.

* * *

Among items of interest in the Christmas news is the fact that Harry Lombard, accessory clerk of the First National office, spent Christmas with his relatives at Bouton, Ia. Clyde Pratt, also of the First National office, spent Christmas and New Years at Washington, Ia.

* * *

Visitors in Movie Row were Jake Cohen of Ottumwa, Mr. Grossman of Nevada, and Mr. Walters of Oskaloosa. Mr. West of Grinnell was a visitor at the office of Paramount.

* * *

P. B. Wallace, cashier of the Universal office, was badly hurt last week when he slipped and fell on the ice while on his way to his office in the Film Exchange building. Several ligaments in his leg were torn loose and he has not been able to be down to work for a week.

* * *

E. J. Tilton, branch manager for First National at the Des Moines office, was presented with a beautiful traveling kit as the gift of the members of the staff, as well as their wishes for a very happy Christmas.

* * *

The highest score made yet in the bowling contest held each week by the teams from the film exchanges, was made by Tim Evans of the office of FBO. His score was 235. The exchanges rank as follows in the contest: Pathe first and First National second, with the other exchanges contesting weekly as to their succession.

* * *

A big box of candied fruit, raisins, prunes, bananas and all other products of California was sent to the First National office at Des Moines from the west coast with the compliments of Charles Rogell, production manager.

* * *

Kenneth Thompson, manager of the King and Rex theatres at Albia, Ia., has been showing at the Rex on Saturdays only and has now closed that theatre while retaining the usual schedule at the King.

* * *

Theodore L. Stark & Company are to build a theatre at Cedar Rapids for Charles B. Zalesky. The house will be one of the Universal chain of theatres.

* * *

Alexander Frank, who is general manager for Universal theatres in Iowa and Nebraska, has appointed a new manager for the theatres at Marshalltown, Ia., in Carl V. Baker, who was formerly at the Plaza and Rialto at Waterloo.

Riviera at Waterloo Has Opening Thursday

The Riviera Theatre at Waterloo, Ia., which opened on Thursday, December 29, is considered a real gem of smaller houses, being a replica of the Riviera Theatre at Omaha, heralded as one of the most beautiful theatres of the country.

The theatre is furnished very elaborately, surprisingly so for a theatre not situated in the largest city of the state, although not too ornate. The interior of the theatre gives the effect of an Oriental garden. The sidewalls give the effect of a garden wall, with shrubs and trees and flowers against the walls, while the roof and canopies from the walls are pictured as they would look over the garden walls. The lighting effects are carried out in agreement with this idea of decoration. The side lights are Oriental lanterns, while the ceiling is made to represent the sky. The effects of clouds and stars is carried out very realistically and the proscenium arch carries out the same effect.

The exterior of the theatre also is rather unusual in design and is made of dark stone.

The opening of the Riviera was marked with ceremony. There was a guest list headed by the governor of the state, Mr. Hammill, and there was a group of exceptional stage acts. The theatre is to have a stage band policy and a program of stage acts each week. The Riviera seats 2,000.

Herb Grove, who has been with A. H. Blank for about ten years, will have the management of the Riviera. He first came to the notice of executives when he proved himself a motion picture operator of unusual merit. Mr. Grove has several mechanical inventions to his credit. His work with the A. E. F. was in keeping the machinery and films for a large number of shows in line. Mr. Grove is a splendid type of theatre manager and one who wins the highest respect because he knows his business from the beginning, as well as retaining the personality which makes him a good connecting link between the theatre staff and the public.

Buys Mt. Vernon Theatre

The Strand Theatre at Mt Vernon, Iowa, which has been run by L. D. Hendricks for a number of years, changed hands last week. D. L. Sterns is the new owner of the Strand. Report has it that Mr. Sterns is a new man in the theatre game.

THE CLEARING HOUSE

Eight cents per word payable in advance. No advertisements accepted for less than $1.00.

Sells Second Hand Equipment, Seats, Projectors, Screens, Pianos, Organs, Theatres and Miscellaneous Articles. **Buys**

Rates for other spaces furnished on request. Write for detailed report of circulation coverage.

EQUIPMENT FOR SALE

Six Hundred opera chairs; two Powers projectors; Screen; Booth, rewinds, etc. Excellent condition—low prices for quick sale. Movie Supply Co., 844 Wabash Ave., Chicago, Ill. C13t-3-19-28

Satisfaction guaranteed. Rebuilt Powers-Simplex-Motiograph Machines, Opera Chairs, Screens, Portable Projectors. Everything for "THE MOVIES." Bargain Prices. Free Catalog. Monarch Theatre Supply Co., Memphis, Tenn.

FOR SALE: 35 O. S. Rolls Reproduco Organ. A-1 condition, $1.50 each. Write C. F. Bays, Bays Theatre, Blackwell, Okla. Plt 12-31

FOR SALE—One double 80 amperes, 220-60 cycles, three phase generator; like new; series type. Also two Hallberg arc controls, two Type E Powers lamp houses in good condition. Will sell at right prices. Apply, George McArthur, 2301 Cass Ave., Detroit, Mich. C-2t—12-31

160—Brand New High Grade Spring Cushion Upholstered Chairs. Regular cost six dollars. Will sell for $4.00. Exact photo and details in first letter. Immediate shipment. C. G. Demel, 845 South State, Chicago. P2t—12-31

BUY HERE—SAVE A LOT—Good paper, fine shape—while it lasts: Ones 5c; slides, 5c; sets, 25c. Get your bargain supply early. Majestic, Washington, Kas. P1t-12-24-27

POSITION WANTED

OPERATOR with ten year's experience wants steady job. Can do repair work. Married. Walter Ingalls, New Hampton, Ia. P2t-12-24

HELP WANTED

WANTED—First class mechanic and motion picture equipment repair man, thoroughly experienced on Simplex, Powers, and Motiograph. Good salary, splendid position and wonderful opportunity for right party. References required. Address Box M.T.S. Associated Publications, 368 Glover Bldg., Kansas City, Mo. C2t-1-7-28

THEATRE WANTED

TO LEASE OR BUY—If prices and terms can be made to suit both. Interested in house in town of 2,000 to 3,000 population anywhere in southern Arkansas or Mississippi. 12 years experience in running and managing. What have you. Address Exhibitors Tribune, 19 N. Robinson, Oklahoma City, Okla. C4t 7-28

THEATRES FOR SALE

BRICK BUILDING and equipment, population 1,700, seats over 600, the only show in town, a good Sunday town, will take one-half cash, balance to suit buyer. Write F. W. Hughes, Scammon, Kas. P1t

THEATRE FOR SALE in Western Oklahoma. Seats 200; fully equipped; city of one thousand; bargain if taken at once. Write Box E. H., Exhibitors Tribune, Liberty Theatre Bldg., Oklahoma City, Okla.

FOR SALE OR LEASE—Modern 350 seat theatre. Town 1000. 1500 to draw. Bargain. Regent Theatre, Centerville, Mich. P4t-12-31

200 Seat House, Sunday town of 15,000. Priced right. Box C. N., Motion Picture Digest. Plt 12-31

EXHIBITORS---

Send in your Box-Office reports

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Here is your Handy "Ad Order" Blank

To:
Associated Publications, Inc.
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Kindly insert the following want ad..... times in your "CLEARING HOUSE" Section.

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Name .....

Address.....

only 8c a word

To reach practically all of the motion picture theatre owners in Michigan, Ohio, Illinois, Indiana, Iowa, Missouri, Kansas, Nebraska, Oklahoma, Colorado, Texas Panhandle, Utah, Arkansas, Southwest Tennessee, Eastern Kentucky and New Mexico.

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IT'S WORTH HUNDREDS OF DOLLARS TO YOU AND MAY MAKE YOU THOUSANDS

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Glover, Bldg., Kansas City, Mo.

Here's my dollar for a copy of THE IDEA.

Name _____

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Town _____ State _____

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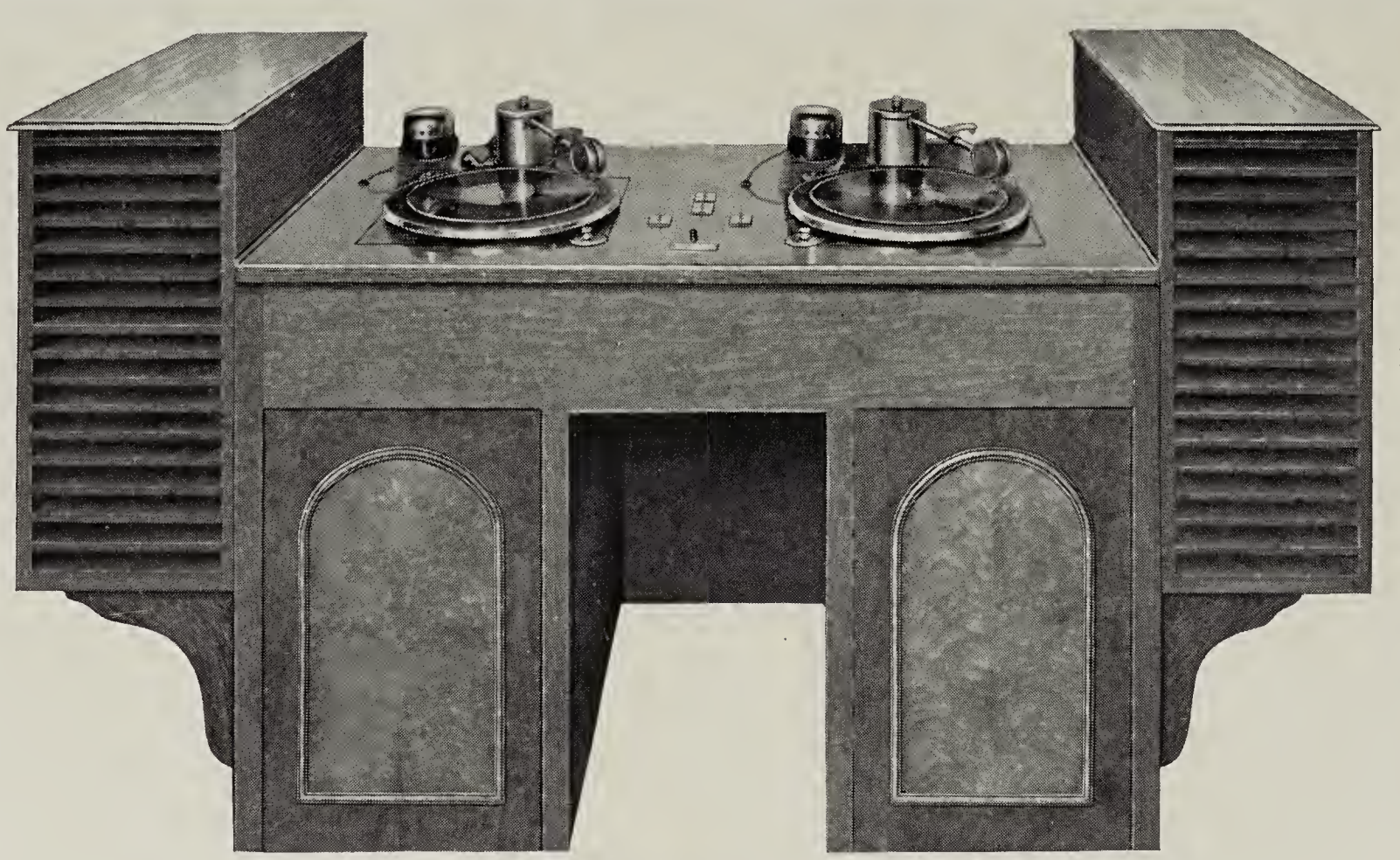
The Answer to the Exhibitor's Music Problem.

Low Enough in Price for the Smallest Theatre—High Enough in Quality for the Largest

Cues pictures perfectly and beautifully with finest of music—affords musical programs between pictures—simple in operation—extremely low in initial and upkeep cost.



This marvelous instrument has a box-office value that will attract many new patrons and please the old ones. It will put the musical accompaniment of any theatre on a par with that of the finest in the country.

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PRICE

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